

Mikel Garcia

Product Designer & Design Engineer
Berlin, Germany

hello@mikel.studio
mikel.studio
linkedin.com/in/mikलगarciazabala

Founding designer across every company I've joined, owning design foundations, end-to-end product design, and design systems built directly in code, while also driving brand and growth. I turn complex, technical products into simple, expressive interfaces, and ship them. Musician and lifelong tinkerer with creative tools.

EXPERIENCE



Founding Designer & Head of Marketing

DIA

Berlin · Remote · 2021 – Present

Sole designer: owned product and brand design end-to-end (app, Oracle Playground, site, sub-brand) and built an AI-ready design system in code.



Business Development

CoachHub

Berlin · 2020 – 2021

Business development and go-to-market.



Designer & Marketing

BlockState

Berlin · 2019

Sole designer: brand, website, product UI and investor decks.



Design & Marketing (Intern)

AiServe Technologies

Berlin · 2018 – 2019

Designed brand, website and product UI for an early-stage AI product.



Marketing Analyst (Intern)

DHL Express Spain

Spain · 2016 – 2017

First role: marketing analysis and business-development support.

SELECTED FREELANCE & STUDIO WORK



Padelko

2026 – Present

Designed and built a full production platform (school, tournaments, courts, shop, accounting) with a design system in code. 1,000+ users and 10+ staff run it daily.



Traube

2026 – Present

Cofounder. Scaled the design system into code to accelerate agentic coding, and built the web and mobile apps.



Volea

2026

Product design and front-end for a sports-club management platform.



Venesburger

2026

Website for a burger restaurant in the Basque Country.



Uncommon Club

2025 – 2026

Website for a members' experiences platform.

EDUCATION



OTH Regensburg

European Business, Administration & Management

2017 – 2018

Double diploma (EN / DE).



Cámara Bilbao University Business School

Business Marketing & Management

2014 – 2018

SKILLS

Product design

UI/UX

Design systems

Prototyping

Brand

Art direction

Figma

AI-assisted build

Ableton Live

Languages Spanish · Basque · English · German