

CONTACT

Barcelona, Spain
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stevepiraud.com

SKILLS

Product design Design engineer
Prototyping Accessibility
UX research App/Web design
A/B testing Mentoring

TOOLS

Figma Photoshop Jira Lucid
Slack Google Analytics

AI AND CODE

Claude Code ChatGPT Cursor
VSCode Xcode HTML/CSS/JS
Vibe coding tools

EDUCATION

Master, Digital Management
KEDGE, 2016 – 2019
Bachelor, Business Economics & Law
IAE Nantes, 2012 – 2015

LANGUAGES

French · native
English · Fluent
Spanish · Fluent
Romanian · Conversational



Steve Piraud

Senior Product Designer · Design Engineer

Building e-commerce experiences at scale, in the lab experimenting with LLM tools, producing music from time to time.

EXPERIENCE

- Ocado Technology** Barcelona, Spain
09/2024 – now
Senior UX Designer
 - Lead design for payment across web and native apps
 - Contributed to the new Ocado.com and app platform in 2025
 - Ran an AI masterclass for the Ocado UX team
 - Mentor designers
- UX Designer** 07/2021 – 09/2024
 - Designed e-commerce experiences for Ocado and grocery retailers worldwide, across all platforms
 - Delivered one product vision with research, product, engineering and data
- Freelance** Nantes, France
09/2020 – 07/2021
UX/UI Designer
 - Mobile app prototypes and website automation for clients
- iSi GmbH** Darmstadt, Germany
06/2019 – 06/2020
UX Designer
 - UX and A/B testing across 4 markets, +10% conversion rate
- NarniaLab** (domain under construction) Barcelona, Spain
04/2026 – now
Design Engineer
 - Personal lab building web and mobile apps with LLMs and Claude Code
 - Projects: Draw duel, Vocalise, Little steps, Echo (coming soon)
- Lampi AI · LightBay.io** Barcelona, Spain
09/2022 – 10/2023
Co-founder, Product Designer
 - AI agents for business workflows; AI and blockchain e-commerce