Rock Gomes

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with 9+ years of experience designing SaaS, fintech, and B2B platforms. Strong background in complex systems, design systems, and cross-functional collaboration with product managers and engineers. Experienced in end-to-end product design, from discovery and research to delivery and developer handoff, including AI-driven initiatives.

WORK EXPERIENCE

Senior Product Designer - Dealfront

Jan 2025 – Oct 2025 | Remote (Germany-based company)

- Designed multiple core platform initiatives, including user management and AI-powered features.
- Collaborated closely with 3 Product Managers on discovery, ideation, prototyping, and validation.
- Conducted user interviews and usability testing to inform product decisions.
- Supported front-end developers during implementation to ensure design quality and feasibility.

Senior Product Designer - Inbank

Mar 2023 – Dec 2024 | Tallinn, Estonia

- Led the redesign of digital point-of-sale experiences for hire-purchase products across 4 countries.
- Redesigned the internal back-office platform from the ground up.
- Created, maintained, and scaled a design system in Figma.
- Worked closely with engineering teams to oversee design system implementation.

Senior Product Designer - Pipedrive

Sep 2020 – Nov 2022 | Tallinn, Estonia

- Designed solutions for the Integrations and Developer Experience (DevEx) domain.
- Contributed to roadmap planning and cross-team alignment.
- Mentored and onboarded new designers.

Product Designer - Bigbank

Sep 2016 – Sep 2020 | Tallinn, Estonia

- Redesigned the end-to-end loan application journey, from customer-facing flows to back-office systems.
- Improved internal banking tools, website, and document workflows.
- Built and maintained an internal design system with a coded component library.

EDUCATION

Master's Degree in Design
Faculdade Pitágoras (2011)

Bachelor's Degree in Advertising
Faculdade Pitágoras (2007)

SKILLS

Product Design
Product Discovery and Research,
UX and UI Design,
Prototyping and Usability Testing,
Design Systems,
Information Architecture,
Accessibility and Usability,
Stakeholder Collaboration

Tools and Technologies
Figma, Webflow, Framer, v0, Amplitude, Camunda, Notion, VS Code, Adobe Illustrator, Adobe Photoshop

Front-End Knowledge
HTML, CSS, JavaScript (basic), React (basic), Python (basic)

LANGUAGES

Portuguese (Native)
English (Fluent)