

ROCK GOMES

Senior Product Designer

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SUMMARY

Senior product designer with 10+ years leading user experience and interface design on complex B2B, SaaS, and fintech products. I focus on the parts other designers avoid: order and status flows, back-office tools, permission models, NHS prescription workflows, integrations, and developer tools. I have owned design for a full product domain at a CRM used by 100,000+ companies, rebuilt a bank's back-office platform end to end, and built the design systems these products run on - including one adopted by every team at a consumer lender across four markets. I work directly with engineers to get it built, using enough front-end knowledge to know what is doable, what is time-consuming, and where a design will break before anyone writes it.

EXPERIENCE

Senior Product Designer (Independent consultant)

Oct 2025 - Present | Tallinn / Remote

Recent client: Well, Bestway Group - the UK's second-largest pharmacy chain, ~700 branches, 360+ care homes

- Led design on Care Homes, an NHS dispensing platform managing how care home residents get prescribed and receive medication, and contributed to Direct to Patient, the equivalent platform for the general public.
- Designed onboarding flows for care homes and their group/unit hierarchy from scratch, working closely with developers to define the data needed and how the flows connect.
- Redesigned how Care Homes staff view and manage 28-day medication cycles: a better kanban view, a new list view with filters, clearer cycle configuration, and easier navigation between cycles.
- Restructured the design system: set the component rules, rebuilt components to a consistent standard, built a full token layer with primitive and semantic levels, and consolidated scattered components into a single shared library, with attention to accessibility standards like color contrast and typography readability. Worked with the front-end team to close the gap between the system and a codebase where styling had been hard-coded instead of driven by the shadcn and Tailwind setup underneath.

Senior Product Designer - Dealfront

Jan 2025 - Oct 2025 | Remote (Germany) | B2B sales intelligence SaaS

- Designed an AI assistant that summarises a prospect company and answers questions about it, using not only Dealfront's firmographic data on that company but also the user's own context - what they sell, their size, their ICP - so the answer explained why a company mattered to that specific user.
- Designed Dynamic Lists after interviews with sales teams showed a clear problem: segmenting a prospect list meant duplicating it entirely, creating duplicate filters and no clear source list. Used AI prototyping tools (v0) to test several structures with sales teams before committing engineering time, then introduced Views, which segment a list without altering it, turning each list into a single source of truth other GTM workflows could rely on.
- Designed user management and permissions as the company moved upmarket into enterprise accounts. Larger clients needed far more control over access, including companies running SSO through Microsoft Entra, so the system had to work with the identity setup they already had rather than forcing a separate one.
- Worked with 3 product managers and front-end engineers from first ideas through to launch, and ran the research behind those decisions.

Senior Product Designer - Inbank

Mar 2023 - Dec 2024 | Tallinn, Estonia | Consumer finance

- Rebuilt the customer back-office platform from scratch. The team was working from spreadsheets and other outdated systems, so I designed a central system where every case is tracked: what exists, who picked it up, and how it ended. It became the single record of every customer service case in the business.
- Led the redesign of digital hire-purchase journeys across 4 markets, reducing drop-off and increasing completion rates, resulting in fewer unfinished applications reaching customer service.
- Built the design system from scratch and structured it to scale: one central library of shared atoms and 80 semantic tokens feeding separate libraries of molecules and templates per area, so a product could have its own patterns while other markets used different templates without touching the core. Adopted across hire-purchase in all markets, online banking, partner channels, and back-office.

Senior Product Designer - Pipedrive

Sep 2020 - Nov 2022 | Tallinn, Estonia | CRM used by 100,000+ companies in 170+ countries

- Owned design for Integrations and Developer Experience: the marketplace where customers find and install apps (400+ today), and the tools third-party developers use to build them. Two very different user groups, with opposite needs, sharing one product area.
- Redesigned how third-party apps appear and behave inside Pipedrive, lifting action discovery from ~30% to 50% within a month and pushing usage above 68% for integrations that adopted the new patterns.
- Joined two months before Pipedrive became Estonia's fifth unicorn, and worked through the scaling that followed: roadmap planning across teams, cross-team alignment, and mentoring newer designers.

Product Designer - Bigbank

Sep 2016 - Sep 2020 | Tallinn, Estonia | Banking

- Redesigned the whole loan application journey for seven countries, both the customer-facing flow and the back-office side.
- Redesigned the internal Financial Backoffice.
- Built and maintained an internal design system with a coded component library.

DESIGN SYSTEMS AND TECHNICAL KNOWLEDGE

- Design tokens: Figma variables, primitive and semantic layering, multi-brand theming, dark mode.
- Front-end knowledge: HTML, CSS, JavaScript, React. Enough to read the code, understand what is cheap or expensive to build, and have a real conversation with developers about trade-offs and blockers.

SKILLS AND TOOLS

Focus areas: User experience design · User interface design · Interaction design · Complex workflow design · Information architecture · Design systems and design patterns · Product discovery and research · Prototyping and usability testing · Design documentation · Accessibility (WCAG) · Stakeholder and cross-functional leadership

Tools: Figma, Webflow, Framer, Amplitude, Jira, Confluence, Notion, Trello, ClickUp, VS Code.

AI Tools: Claude, Cursor, Windsurf, v0, Figma Make. Currently using AI throughout my UX workflow to speed up everything from discovery, ideation, and design iterations.

EDUCATION AND LANGUAGES

Master's Degree in Design - Faculdade Pitágoras, 2011 (Brazil)

Portuguese (native) · English (fluent)