

NICE TO MEET YOU

Olá! I'm Sónia, a tenacious
problem solver that also happens
to be a **product designer**.

— Currently at **Net-A-Porter**, London.

www.soniagomes.me

WHAT I'VE BEEN DOING

Senior Product Designer

Net-a-Porter: 2017 - Present
Luxury Fashion E-commerce | London

Lead and support several design projects across all stages of the product lifecycle (from research to delivery). Coordinate and participate in the several activities of the design process: user research, data analysis, ideation workshops, IA, wireframing. Partner closely with engineering and product.

Lead Designer

Paybase: 2017
FinTech | London

Led design at Paybase, a fintech company disrupting the way financial transactions are managed with its B2B and B2C products. Transformed business needs, market research and user insights into innovative concepts. Scoped, planned, and led design activities from initial requirements to concept, interaction design and development.

Senior UX/UI Designer

Tigerspike: 2016 - 2017
Agency | London

Crafted user experiences for iOS, Android and Mobile Web Applications. Visual prototyping, from paper through to high-fidelity tappable prototypes. Facilitated collaborative design thinking workshops and engaged stakeholders of all levels to elicit business requirements, KPIs and commercial objectives.

Senior Visual Designer

Betfair/Blip: 2014 - 2016
Betting | Porto

Led the UI design team that was based in Porto. Also focused my attention in facilitating coordination with the remote UX team and improving working processes. Other responsibilities involved mentoring team members, collaboration with the Product and Tech teams, and hands-on UI design on Betfair's web and mobile products.

WHAT I'VE BEEN DOING

Senior UI/UX Designer

Devscope: 2011 - 2014
Software Development | Porto

Designed interfaces for several web and mobile products for brands like Microsoft, RTP, REMAX, Grohe, Sogrape and Chamartin.

Coordinated design across various departments: consulting, products, mobile and SAAS, and was involved in marketing and communication management.

Web Designer

WeLink; Que Pinta!; 100 igual: 2004 - 2010
Agencies | Braga

Multimedia Designer Intern

U. Minho Computer Graphics Center: 2003
Information Technology | Braga

SKILLS

Design Thinking

User Centred Design

User Experience

Information Architecture

User Interface

Interaction

User Research

Prototyping

User testing

Lean

Agile

Scrum

Design Sprints

Leadership

Sketch

Principle

Zeplin

InVision

Adobe Creative Suite

LANGUAGES

Portuguese

English

EDUCATION & CERTIFICATIONS

2017 Nielsen Norman Group Certifications

Usability Testing
User Research Methods: From Strategy to Requirements to Design

General Assembly

Service Design Workshop
Data-Driven UX Design on a Budget
Advanced UX for E-commerce
User Research Methods

2006-2016 Key Certifications

Certified Scrum Master @Scrum Alliance
Cambridge English: Business Vantage (BEC)
Uxlx Conference @User Experience Lisbon
Microsoft Certified Professional - Programming in HTML5 with Javascript and CSS3 Specialist
Expert Web Designer @Flag

2001-2004

Associate's Degree Multimedia @Professional School of Braga

GET IN TOUCH

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