

NICE TO MEET YOU

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

—— Currently at Prozis, Porto.

www.soniagomes.me

WHAT I'VE BEEN UP TO

Product Design Manager @ Prozis

2018 - Present • Sports Supplements E-commerce • Porto

Manage the team, making sure that our team is successful and happy, and working on the things that are most important to help our customers and improve our product and business. **Build the team**, attracting and retaining talent. **Shape the design vision**, providing context on the work and make sure everyone is aligned and pointed in the same direction. **Operationalize design**, putting a process in place, tools and workflows that allow the team to be more productive. **Forge alliances**, gathering allies and build relationships with engineering, product, support and more.

Senior Product Designer @ Net-a-Porter

2017 - 2018 • 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 UI Designer @ Paybase

2017 • FinTech • London

Senior UX/UI Designer @ Tigerspike

2016 - 2017 • Agency • London

Senior Visual Designer @ Betfair/Blip

2014 - 2016 • Betting • Porto

UI/UX Designer @ Devscope

2011 - 2014 • Software Development • Porto

Web Designer @ Digital Marketing Agencies

2004 - 2010 • Braga

Multimedia Designer Intern @ University Minho

2003 • Information Technology • Braga

GIVING BACK

Design Leadership Forum Member @ InVision

Organizer @ Product Design Club Meetup

Speaker @ Meetups & Conferences

GIVING BACK

Trainer @ EDIT - Disruptive Digital Education

2018 - Present • Porto

Mentor @ The New Digital School

2018 - Present • Porto

SKILLS

Design Management

Design Strategy

People Development

Design Ops

Hiring

Design Thinking

User Centred Design

User Experience

Information Architecture

User Interface

Interaction Design

User Research

Prototyping

User testing

Lean

Agile

Scrum

Design Sprints

Design Leadership

Mentoring

Principle

Zeplin

InVision

Adobe Creative Suite

Sketch

Design Systems

LANGUAGES

Portuguese

English

EDUCATION & CERTIFICATIONS

2019

Design Management

Design Management - Interaction Design Foundation
Design Ops Workshop - Kristen Skinner
Feedback Loop Workshop - Claire Lew

2018

Design Systems

Building a Design System Team - Lynda

2017

Nielsen Norman Group Certifications

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

2017

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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