

isa jokela-gomes

# Pragmatic Digital Product Designer with 8 years of experience in end-to-end product design.

[www.isajokelagomes.com](http://www.isajokelagomes.com)  
isajokelagomes@gmail.com  
+44 77 33 000 902  
UK

What gets me up in the morning is knowing I'll be working with a brilliant bunch of people tackling complex problems, and shaping products that have a positive environmental and social impact.

---

## WORK EXPERIENCE

---

**Futurice** **Oct - Dec 2024**  
Contract Senior Product Designer  
Remote UK

9-week discovery project to redesign and re-platform a key product for one of the largest global news companies, defining a framework for integrating new businesses into their portfolio.

Parental Leave Break **Apr 2023 - Sep 2024**

**ZOE** **Feb - Mar 2023**  
Contract Senior Product Designer  
Remote UK

Designed a gut-testing report for existing customers during a 6-week project, working closely with the founder to validate a new business opportunity. Conducted two rounds of user testing to refine the product.

**Lloyds Direct** **Feb - Dec 2022**  
Senior Product Designer  
Remote UK

Led the design for a team exploring new business opportunities in the health space through a data-driven discovery and experimentation approach for web and mobile platforms.

**Yoti** **Apr 2019 - Nov 2021**  
Senior Product Designer  
London UK

Led the design of Yoti's eSigning web product, from MVP to market fit, collaborating closely with prospective customers to shape the product.  
Worked on Yoti's B2C mobile app, improving the identity verification experience.

---

WORK EXPERIENCE CONT.

---

**Mar 2019**  
**Eight Inc** Contract Senior Product Designer  
London UK

---

Redesigned the online booking experience for a luxury hotel brand, focusing on creating a seamless and premium digital journey.

---

**Feb 2019**  
**Good Innovation** Contract Senior Product Designer  
London UK

---

Design and research to improve a mobile app funded by a leading UK union, aimed at educating young workers about their rights as they enter the workforce.

---

**Dec 2015 – Dec 2018**  
**Futurice** Senior Product Designer  
Helsinki FI and London UK

---

Worked on digital transformation projects for large enterprises, launching new products or re-platforming existing ones with a human-centered approach from research to delivery.

Clients included Plan International, Moneycorp, The Guardian, and Nordic Choice Hotels.

---

**May 2012 – Oct 2015**  
**358** Visual Designer  
Helsinki FI

---

Visual design focused on branding, packaging, illustration and UI design.

---

---

FORMAL LEARNING

---

**d.MBA** Business course that teaches business fundamentals to designers **2019**

---

**Bachelor of Arts (B.A.)**  
Design and Visual Communication **2008 – 2011**  
Fine Arts University of Lisbon

---

CORE SKILLS

- 01 Planning and executing qualitative and quantitative user research/testing
- 02 Implementing Design Thinking methodologies with a tangible and practical approach
- 03 User experience design for web and native applications, from prototype to developer handover
- 04 Setting up and managing Design Systems
- 05 Working closely with developers in an agile environment
- 06 Supporting Product Managers in defining requirements and product metrics
- 07 Direct communication and collaboration with stakeholders