



# Ana Gomes

## Senior Product Designer

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Porto, Portugal



Available

I'm a designer who loves working within teams where the design process is the key value to inform better decision making. I am comfortable working on anything from smaller scale projects, up to large and complex systems as well. I'm an all-round practitioner- from strategic thinking to prototyping (wireframes and high level coding), from UX research to product improvement. I pride myself on being able to understand the user and business needs of any given project, and to use data and constant iteration to find the best design and user experience.

### Work experience

Dec 2018 - Aug 2023

#### Senior UX Designer

**Yahoo** Web Services provider (Remote)

- Lead designer of the 0 to 1 Labs group- creating brand new products from zero, through launch and growth/scale.
- Design of Day, a beautiful calendar app that helps users be on top of their agenda.

[Featured on Product Hunt](#)

Oct 2013 - Sep 2018

#### Lead Product Designer

**Deeplink** Deep linking platform (Remote)

- Lead all major design efforts for all aspects of Deeplink's products: web portal and dashboard, iOS and Android apps, iOS and Android SDK's, marketing collateral, transactional emails, and corporate presentations.
- Ran the redesign of Deeplink's most important property: front pages and publisher portal, used by tens of thousands of customers, implemented system for customer research, wireframing, design, A/B tests, and integration into Ruby on Rails.
- Designed the AppWords SDK for iOS- a unique UI that needed to both be a "one size fits all" for any app that integrates it, but would respect each app's unique look and feel as well.
- Designed four iOS and Android demo apps for the CEO, from ideation, through wireframing, through animation creation, and oversaw development to ensure optimal UX and proper design implementation.

Sep 2012 - Oct 2013

#### Visual & Web Designer

**MSS Technologies** Product design and development (Remote)

Helping implement sales and marketing services.

May 2012 - Aug 2012

#### Devesigner

**<Undefined>** Product design and development in Barcelona, Spain

Working close to designers, establishing a bridge to backend development. Web-development and continuous user experience improvement on web applications.

May 2009 - Sep 2011

#### Product Designer

**Alert Life Sciences Computing** Clinical software in Porto, Portugal

Development of the user interface design, use cases and key screens for touch screen software for paper-free clinical environments in hospitals, primary care centres and private physician offices.

### Education



#### Design and Management of Web Projects

ELISAVA, Barcelona School of Design and Engineering, 2011 - 2012  
Master of Arts



#### Multimedia

Engineering Faculty of University of Porto, 2007 - 2008  
Postgraduate Diploma



#### Communication Design

Faculty of Fine Arts of University of Porto, 2003 - 2007  
Bachelor's degree

### Skills

#### Adobe Creative Suite

Photoshop, Illustrator, InDesign, After Effects, Premiere

#### Prototyping

Sketch, Figma, InVision, HypeTumult

#### Additional

HTML, CSS, Keynote, Mural

#### Languages

Conversational English and Native Portuguese