

isa jokela-gomes

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UK

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

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.

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## WORK EXPERIENCE

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Parental Leave Apr 2023 – Aug 2024

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

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

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

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

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

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

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

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## FORMAL LEARNING

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**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

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## 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