

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

## WORK EXPERIENCE

### Planes studio

Jan 2025 – Present

Contract Product Design Lead  
Remote UK

Led the end-to-end product design for a fast-moving startup developing an **AI-driven health product (mobile app)**. Created a new design system while shaping core user journeys and data-driven insight experiences. Collaborated closely with engineers, scientists and founders to translate complex models into an engaging and trustworthy user experience. Ongoing since October.

Led the designs on a 2-week discovery followed by a 6-week design and scoping project for a stealth **healthtech** launching a **doctor-led weight-loss service**. Involved rapid prototyping, multiple user testing rounds, and delivering key web and app journeys as development-ready designs.

4-month project redesigning the web and app experience (incl. checkout) for a **global telecom** provider to boost conversion, simplify pricing, improve self-serve, and adapt for multiple international markets in collaboration with an offshore dev team.

### 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.

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WORK EXPERIENCE CONT.

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**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.

**Eight Inc**

Mar 2019

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.

**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

**Good Innovation**

Feb 2019

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.

**Futurice**

Dec 2015 – Dec 2018

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**.

**358**

May 2012 – Oct 2015

Visual Designer

Helsinki FI

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

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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