

isa jokela-gomes

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UK

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.

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

WORK EXPERIENCE CONT.

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.

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**.

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May 2012 – Oct 2015
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
Fine Arts University of Lisbon

2008 – 2011