Rock Gomes

Senior Product Designer

Tallinn, Estonia (open to remote) · rock@rockgomes.com · rockgomes.com · linkedin.com/in/rockgomes

SUMMARY

Senior product designer, 10+ years on complex B2B, SaaS, and fintech products. I work on products where the hard part is the model underneath: back-office tools, order and status flows, permission models, NHS prescription workflows, and the design systems that hold them together. I care as much about how a product looks as how it holds together.

EXPERIENCE

Senior Product Designer (Independent consultant)

Oct 2025 - Present | Tallinn / Remote

Client: Well, Bestway Group - the UK's second-largest pharmacy chain, ~700 branches, 360+ care homes

- Led design on Care Homes, an NHS dispensing platform managing how care home residents are prescribed and receive medication. Also contributed to Direct to Patient, its public equivalent.
- Redesigned how staff manage 28-day medication cycles: new kanban and list views with filters, clearer cycle configuration, faster navigation between cycles.
- Designed care home onboarding and the group/unit hierarchy from scratch, defining the data model with developers.
- Rebuilt the design system: primitive and semantic token layer, consistent component rules, and one shared library replacing scattered ones, with color and type reworked to meet AAA contrast. Moved the front-end off hard-coded styling onto its shadcn/Tailwind foundation.

Senior Product Designer - Dealfront

Jan 2025 - Oct 2025 | Remote (Germany) | B2B sales intelligence SaaS

- Designed an AI assistant that summarises prospect companies using both Dealfront's data and the user's own context: what they sell, their size, their ICP.
- Designed Dynamic Lists, replacing list duplication with non-destructive Views so each list stays a single source of truth. Tested three structures with sales teams in v0 before engineering started.
- Designed user management and permissions for the move upmarket, including SSO via Microsoft Entra so enterprise clients kept their existing identity setup.

Senior Product Designer - Inbank

Mar 2023 - Dec 2024 | Tallinn, Estonia | Consumer lender, 4 markets

- Rebuilt the customer back-office from scratch, replacing spreadsheets with one system tracking every case: what exists, who owns it, how it ended. Now the company's single record of customer service.
- Rolled Inbank's new brand across the live product, restyling every surface, resolving years of visual inconsistency, and handing it over dev-ready.

- Led the hire-purchase journey redesign across 4 markets, cutting drop-off and raising completion so fewer unfinished applications reached support.
- Built the design system from scratch: one core library of shared atoms and semantic tokens feeding per-area molecule and template libraries. Adopted across all markets, online banking, partner channels, and back-office.

Senior Product Designer - Pipedrive

Sep 2020 - Nov 2022 | Tallinn, Estonia | CRM used by 100,000+ companies in 170+ countries

- Owned design for Integrations and Developer Experience: the app marketplace (400+ apps today) and the tools third-party developers use to build them. Two user groups with opposite needs, one product area.
- Set the visual and interaction patterns for how third-party apps appear inside Pipedrive, lifting action discovery from ~30% to 50% in a month and usage above 68% for integrations that adopted them.

Product Designer - Bigbank

Sep 2016 - Sep 2020 | Tallinn, Estonia | Retail bank, 7 markets

- Redesigned the full loan application journey across 7 countries, both the customer-facing flow and the back-office side.
- Redesigned the internal Financial Back-office and built the bank's first design system with a coded component library.

DESIGN SYSTEMS AND TECHNICAL KNOWLEDGE

- Design tokens: Figma variables, primitive and semantic layering, multi-brand theming, dark mode.
- Front-end: HTML, CSS, JavaScript, React, Vue. Enough to read the code and argue trade-offs with developers.

SKILLS AND TOOLS

Focus areas: User experience design · User interface design · Interaction design · Complex workflow design · Information architecture · Design systems and design patterns · Product discovery and research · Prototyping and usability testing · Accessibility (WCAG) · Stakeholder and cross-functional leadership

Tools: Figma, Webflow, Framer, Amplitude, Jira, Confluence, Notion, ClickUp, VS Code

AI tools: Claude, Cursor, Windsurf, v0, Figma Make. Used across discovery, ideation, and iteration.

EDUCATION AND LANGUAGES

Master's Degree in Design - Faculdade Pitágoras, 2011 (Brazil)

Portuguese (native) · English (fluent)