



Sofia Gomez

Senior Product Designer

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Zaandam, Netherlands
Dutch & Brazilian citizen

Senior Product Designer working **end-to-end** — discovery, research, design, implementation — on data-heavy B2B SaaS. Fourteen years: seven in product design, seven before that producing film and branded content in São Paulo. Generalist by choice, data-driven by habit.

LATEST EXPERIENCES

GRESB, Amsterdam — Senior Product Designer

March 2021 - Present

- End-to-end design across five B2B products — Real Estate, Infrastructure, Data Center, Fundamentals, Asset Benchmarking — with product, engineering and data science.
- **75% faster time-to-market, 90% fewer post-launch bugs** — from GRESB's first design system, built with engineering.
- **~80% of eligible clients adopted** the Score Contribution dashboard in its first reporting cycle — an opaque asset-level rating made diagnosable.
- **84% CSAT on assessment submission** (4.35/5, 554 responses, 2025) — the platform measure my research practice feeds into.
- **Design operations from scratch** — component governance, accessibility (WCAG AA), workshop facilitation, roadmapping — and support queries cut by clarifying the reporting flows.

Digital Society School (HvA), Amsterdam — UX/UI Designer

September 2020 - January 2021

- Led research and designed community experiences for a Rotterdam neighbourhood — 20 weeks, four partners, four UN SDGs, **15+ user tests**. Nominated for City Design 2020.

Freelancer, Amsterdam — UX Designer

April 2019 - February 2021

- Healthcare, women's safety, community apps, pet-care marketplace: research, information architecture, interaction design, usability testing.
- **Task completion from 6-of-8 to 8-of-8** on a booking flow I redesigned, in moderated tests.

Paranoid, Sao Paulo — Project Manager

November 2014 - February 2018

- Cannes Lions-winning agency. Managed **60-person crews** and six-figure budgets on branded content for global brands; co-produced Netflix-distributed features; ran audience and ROI research.

SKILLS

User Research & Testing
Information Architecture
Design System
Accessibility
Project Management
HTML | CSS
Javascript
Agile & Scrum
Design Ops

EDUCATION

B.A in Communication and Multimedia — PUC, Sao Paulo
January 2009 - December 2013

CERTIFICATIONS

Behaviour Design Fundamental - SUE
Behavioural Design Academy
Responsive Web Design - Code Academy
Google Analytics for Beginners - Google Analytics Academy
UX/UI Design - Ironhack Bootcamp

LANGUAGES

Portuguese (Native)
English (Advanced)
Spanish (Intermediate)
Dutch (B2)