

I'm Inês, a Senior Product Designer living and working in Lisbon.



For 14+ years I've designed products for startups and enterprises. Most recently at Betano: account, payment and responsible gaming flows across regulated markets.

[Website](#) [LinkedIn](#) [Dribbble](#)

Experience

Career break

Jul 2026 – Present

Time with family, while working on a personal project.

Senior Product Designer

Apr 2024 – Jun 2026

Kaizen Gaming (Betano)

Accounts & Payments team. Designed responsible gaming and compliance flows (deposit limits, trusted devices, registration) across regulated markets in Europe, Latin America and North America.

Senior Product Designer

Oct 2022 – Mar 2024

Vaibe (Körber)

Gamification platform for employee engagement. Redesigned how warehouse managers create team challenges.

Product Designer

Jun 2021 – Aug 2022

Loggi

Brazilian logistics company delivering parcels across the country, even to its most remote regions. Started on the transportation management tool, planning where trucks in the network start and where they head. Then moved to the customer-facing product, where people request a package delivery.

UX/UI Designer

Growin

Consultant designer, embedded in client product teams.

NOS and a Swedish retailer

2020 – 2021

NOS: ran a workshop and built a prototype of a technician app. It tests the internet signal in each room and suggests how many access points a home needs. Swedish retailer: designed a stock app for warehouse teams to count stock, spot unavailable items and find any product by shelf, delivered as a proposal for their engineers to build.

OutSystems

May 2018 – Jul 2020

Outperform: turned an internal tool managers avoided into the place where 1-on-1s and evaluations happen. Also Tech Touch onboarding for new licence customers, the Community pages revamp and Partner Center lead tracking.

Wodify

Oct 2017 – May 2018

US software for running CrossFit gyms. Online booking for new class types like yoga and cycling, to reach new markets; the Rise nutrition app; and the product's design system, as a team effort.

Product Designer

Feb 2010 – Sep 2017

Seedrs

Equity crowdfunding platform based in London, with its product team in Portugal. Worked in a cross-functional squad from discovery to delivery, across the product: onboarding, the Secondary Market where investors trade shares after a funding round, and the pages investors use to follow their portfolio.

Earlier experience

2006 – 2010

Designer at AboutMedia, ProteinaDesign, Criativa 3D and D+Publicidade
Graphic and web design.

Education

BA in Communication Design

2000 – 2005

Faculty of Fine Arts, University of Lisbon

Creation and Production in Technological Arts

2007 – 2009

Lusófona University

Languages

Portuguese

Native

English

Fluent

Tools

Figma, Adobe Creative Suite

Research and analytics: Maze, UserTesting, Dovetail, FullStory, Mixpanel, Hotjar
Collaboration: Jira, Confluence, Miro, Notion
AI tools: Claude, ChatGPT, Figma Make, Lovable