Norberto Gomes

SENIOR UX / PRODUCT DESIGNER

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PROFESSIONAL PROFILE

UX / Product Designer with 14+ years of experience creating digital products across financial services, fintech, education and technology. Specialised in digital banking, authentication and customer protection, with experience spanning product discovery, interaction design, accessibility and design systems. Collaborates with product and engineering teams to turn customer, business and technical requirements into intuitive, practical experiences. Completed Stanford Online training in AI product design in 2025.

CORE SKILLS

Product & UX Design: End-to-end product design · Product discovery · Interaction design · Information architecture · User flows · Journey mapping · Wireframing · Prototyping

Research & Validation: User interviews · Usability testing · Heuristic evaluation · Qualitative and quantitative research · Research synthesis

UI & Design Systems: Visual design · Design systems · Component libraries · Native mobile & responsive web · Accessibility · Design QA

AI & Collaboration: AI product design · Human-AI interaction · AI-assisted workflows · Cross-functional collaboration · Stakeholder communication

Tools & Technical: Figma · FigJam · Adobe Creative Cloud · Jira · Confluence · HTML/CSS

PROFESSIONAL EXPERIENCE

Product designer | UX Design | Digital Banking, Authentication & Customer Experience

Macquarie Bank | Sydney, Australia | February 2022 – Present

Design digital banking, authentication and customer protection experiences across web and native mobile platforms, balancing usability, security, accessibility and technical requirements.

- **Digital banking:** Worked as the sole designer across personal banking web and mobile platforms during early team growth, contributing to account opening, one-click account closure, payments and transaction management.
- **Identity and authentication:** Contributed to the design and launch of Macquarie ID+, including registration, authentication and device migration. The feature attracted strong customer registration uptake without promotional activity.
- **Customer protection:** Designed and refined multifactor authentication, device switching and security-related journeys, considering fraud risks, customer needs and technical constraints.
- **Device migration:** Contributed to OAuth V3 migration and Apple Encrypted Backup Transfer, improving continuity of authentication experiences when customers change devices.
- **Research and accessibility:** Used heuristic evaluation, journey mapping, prototyping and design validation to identify friction. Collaborated with accessibility specialists on screen-reader and assistive technology improvements.
- **Design systems and delivery:** Migrated personal banking design workflows from Sketch and Abstract to Figma; supported design system adoption, UI quality assurance and documentation.
- **Collaboration:** Partnered with product, engineering, security and other stakeholders to communicate design rationale, work through constraints and support implementation.

PROFESSIONAL EXPERIENCE (CONTINUED)

Senior UI/UX Designer | AMP Bank

Sydney, Australia | June 2021 – January 2022

- Designed and optimised digital banking and home lending journeys, focusing on usability and application completion.
- Improved home loan customer journeys, contributing to increased submitted applications.
- Restructured information architecture across personal banking, home loans and help and support; collaborated with product, marketing and business stakeholders.

Senior UI Designer | Cluey Learning

Sydney, Australia | November 2020 – May 2021

- Improved and maintained the Cluey Design System, supporting consistent and reusable interface patterns.
- Optimised student and tutor experiences and redesigned self-enrolment to give customers more autonomy and reduce support reliance.
- Conducted one-on-one interviews and usability testing to identify and validate experience improvements.

UI/UX Designer | Solar Analytics

Sydney, Australia | 2018 – November 2019

- Established the initial Solis Design System, introducing reusable UI patterns.
- Improved solar device installation, system configuration and subscription journeys through research, prototyping and usability testing.

UI/UX Designer | VentureCrowd

Sydney, Australia | 2016 – 2017

- Designed investment platform experiences spanning registration, onboarding and portfolio management.
- Unified information architecture across the website and three products; improved onboarding and investment dashboard data visualisation.

EARLIER EXPERIENCE

Visual Designer | CodeSource | 2015 – 2016

Designed and developed three web applications for the Ted Noffs Foundation, including data visualisation and e-commerce experiences.

UI/UX Designer | BlackCitrus | 2014

Designed mobile and web applications, including iComplain and a player management platform; created personas, wireframes and user flows.

UI/UX Designer | WhiteSky Labs | 2012 – 2014

Designed UI/UX across digital publishing, e-learning, real estate and email marketing products.

EDUCATION & PROFESSIONAL DEVELOPMENT

UI/UX Design for AI Products | 2025 · Stanford Online

User Experience Design | 2019 · Academy Xi

UI/UX Design - Statement of Attainment · TAFE NSW

Bachelor of Graphic Design | 2003–2007 · Instituto Superior Dom Dinis, Portugal