

# Denis Gomes

Principal Product Designer. 0→1 and scaling fintech, legaltech & consumer platforms.

14 YEARS DIGITAL PRODUCT DESIGN EXPERIENCE

NLS  
2024-2025

AI-DRIVEN STARTUP THAT SIMPLIFIES LEGAL SERVICES

LUNICA  
2020-2022

A HUMAN-CENTRIC NEOBANK AND PERSONAL FINANCE ASSISTANT

RED MAD ROBOT  
2018-2020

#1 DIGITAL PRODUCT DEVELOPER IN RUSSIA  
>600 EMPLOYEES

SURF STUDIO  
2014-2018

FIRST GOOGLE CERTIFIED AGENCY IN RUSSIA  
>200 EMPLOYEES

MANUFACTURA  
2011-2012

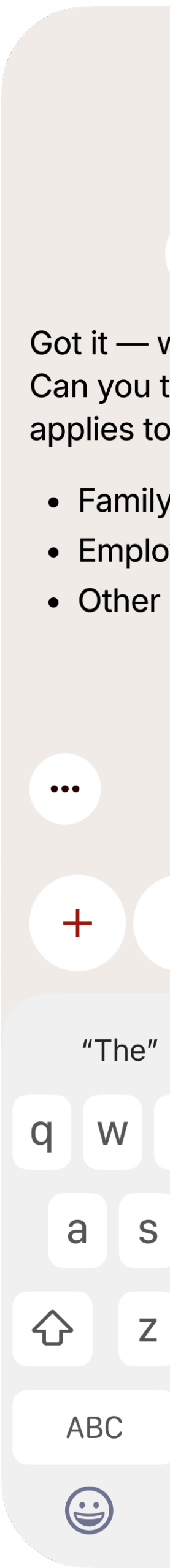
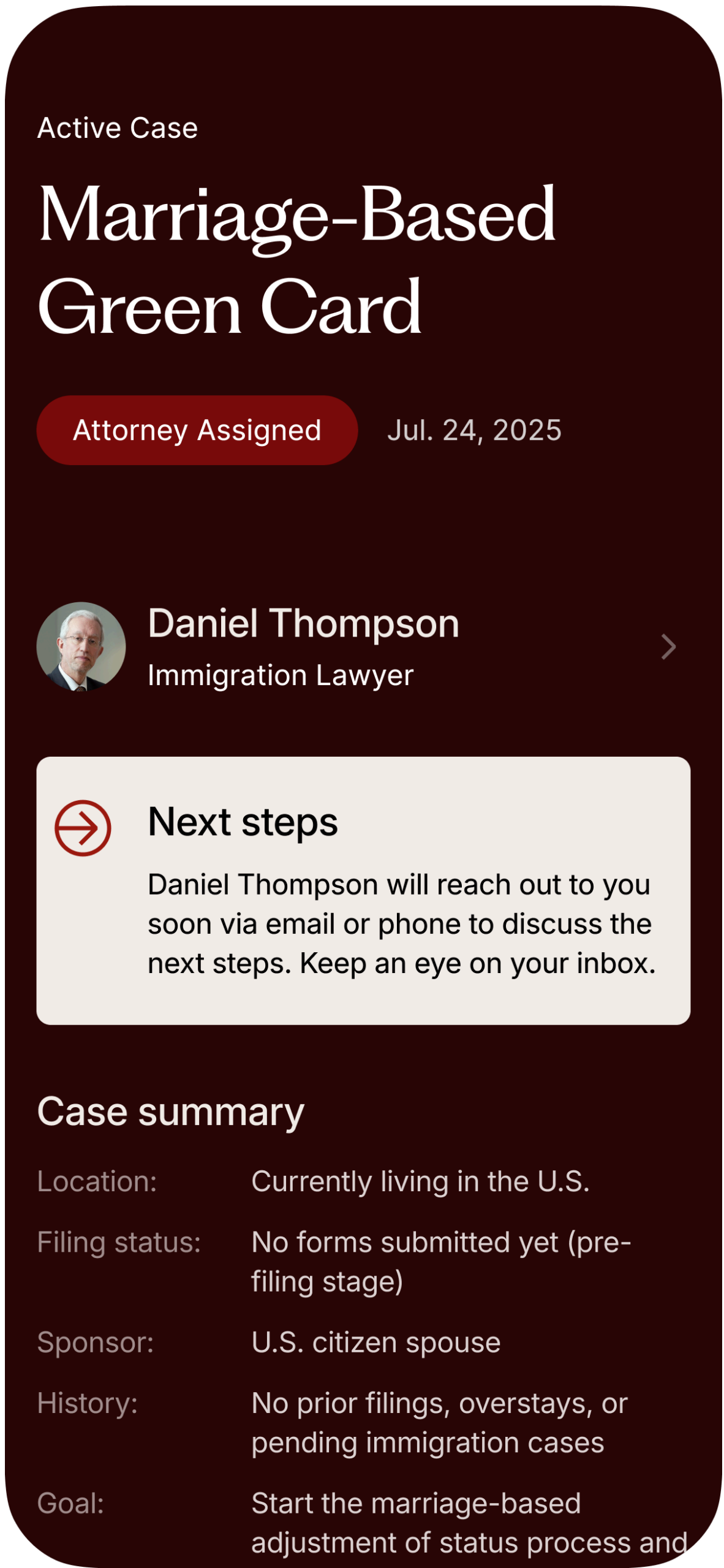
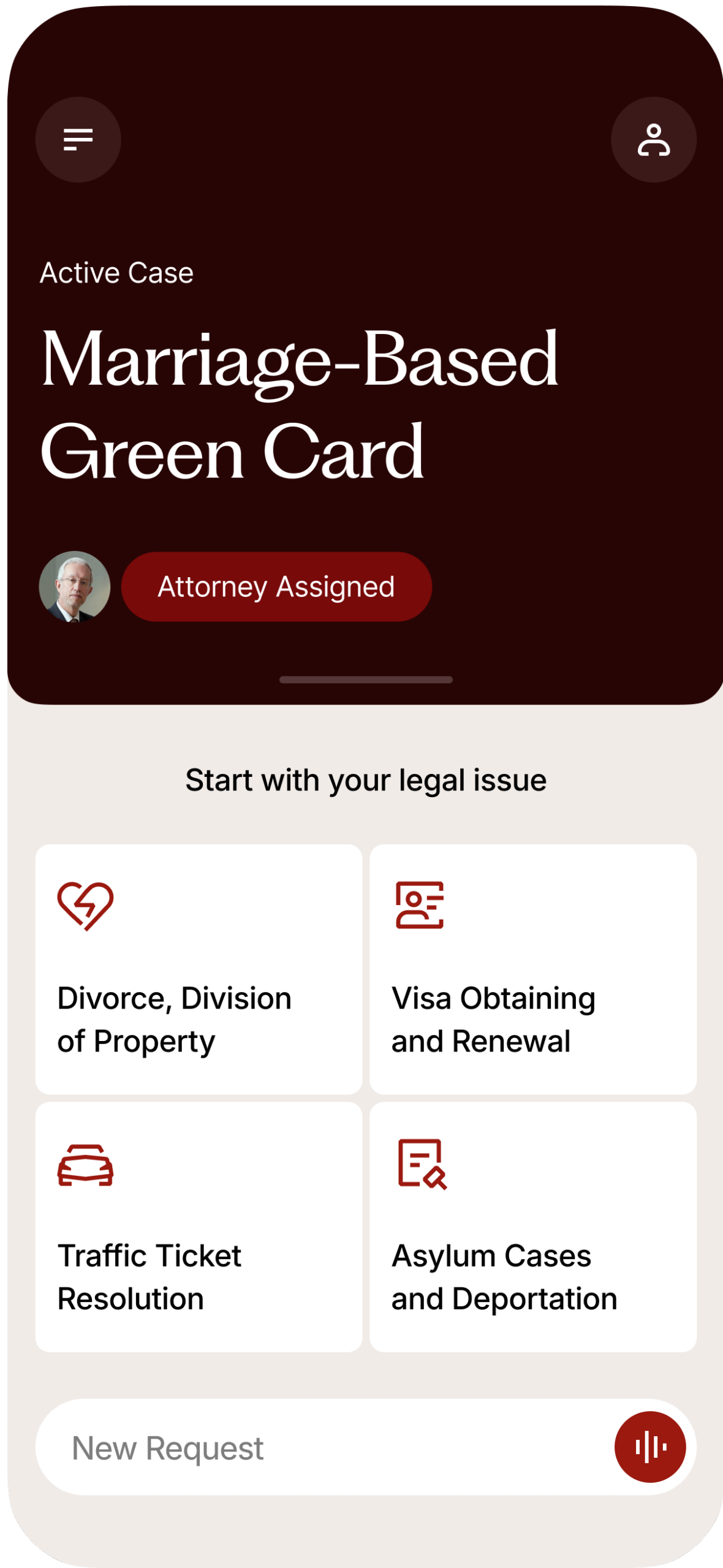
DIGITAL PRODUCT DEVELOPER IN RUSSIA



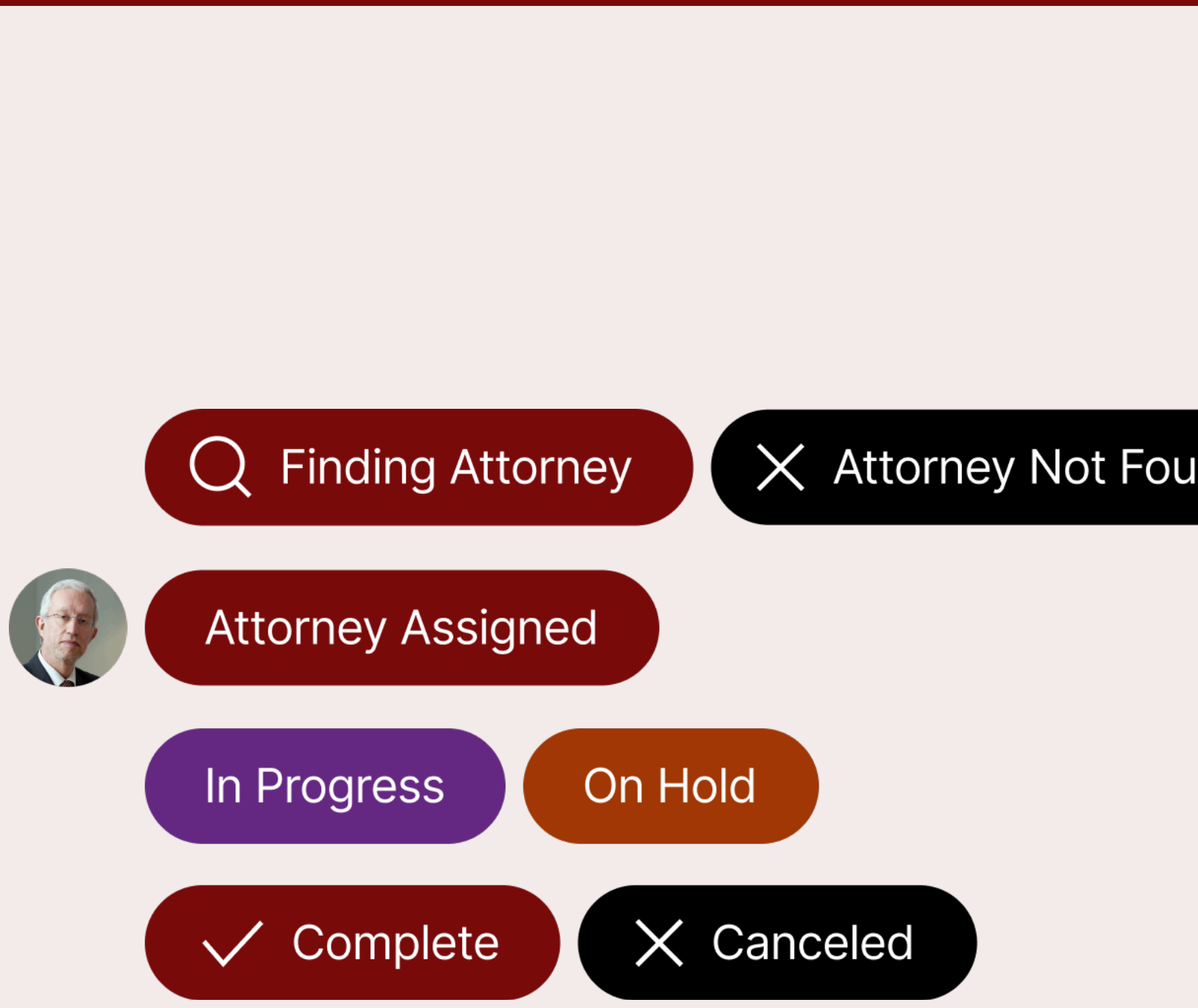
# NLS

PRODUCT STAGE: 0→1  
DOMAIN: LEGALTECH / B2B, B2C  
ROLE: PRINCIPAL PRODUCT DESIGNER + 2024-2025  
LOCATION: MIAMI, FL

NLS is an AI-powered legal platform that helps people find and work with attorneys through a smart chat-driven intake experience.



NLS turns free-form stories into structured briefs, matches by practice and jurisdiction, and runs the coordination layer for document capture, reminders, deadlines, and status, always highlighting the next step for both client and attorney.



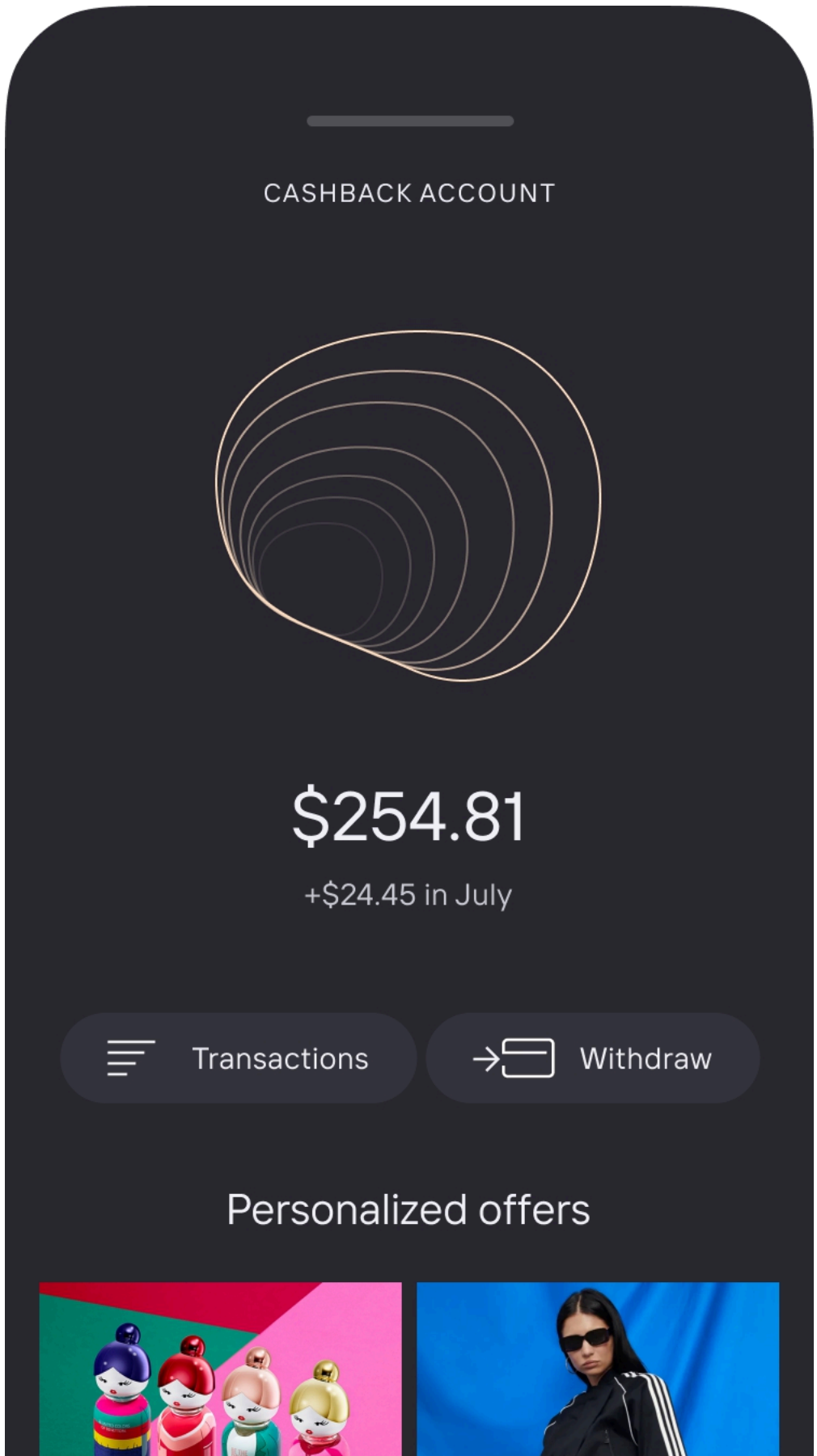
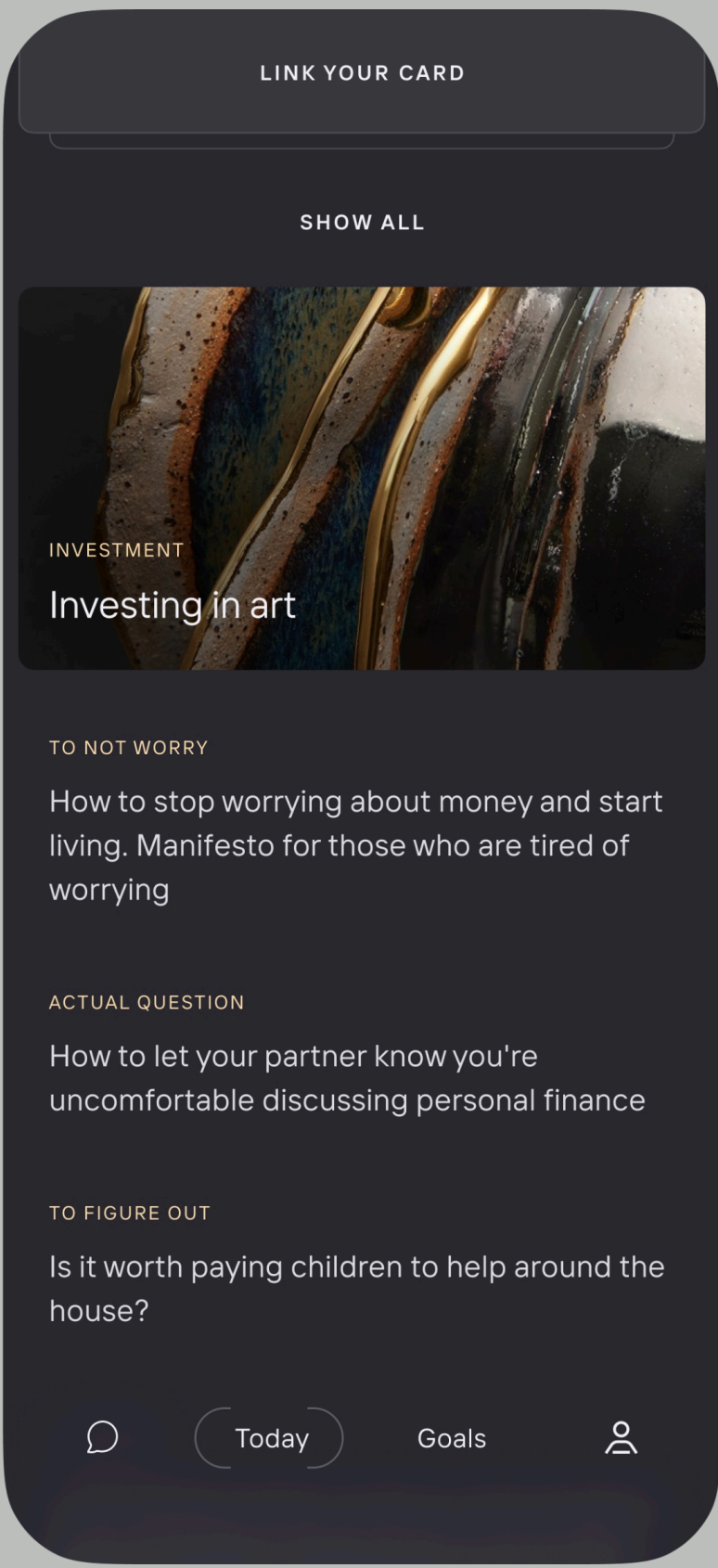
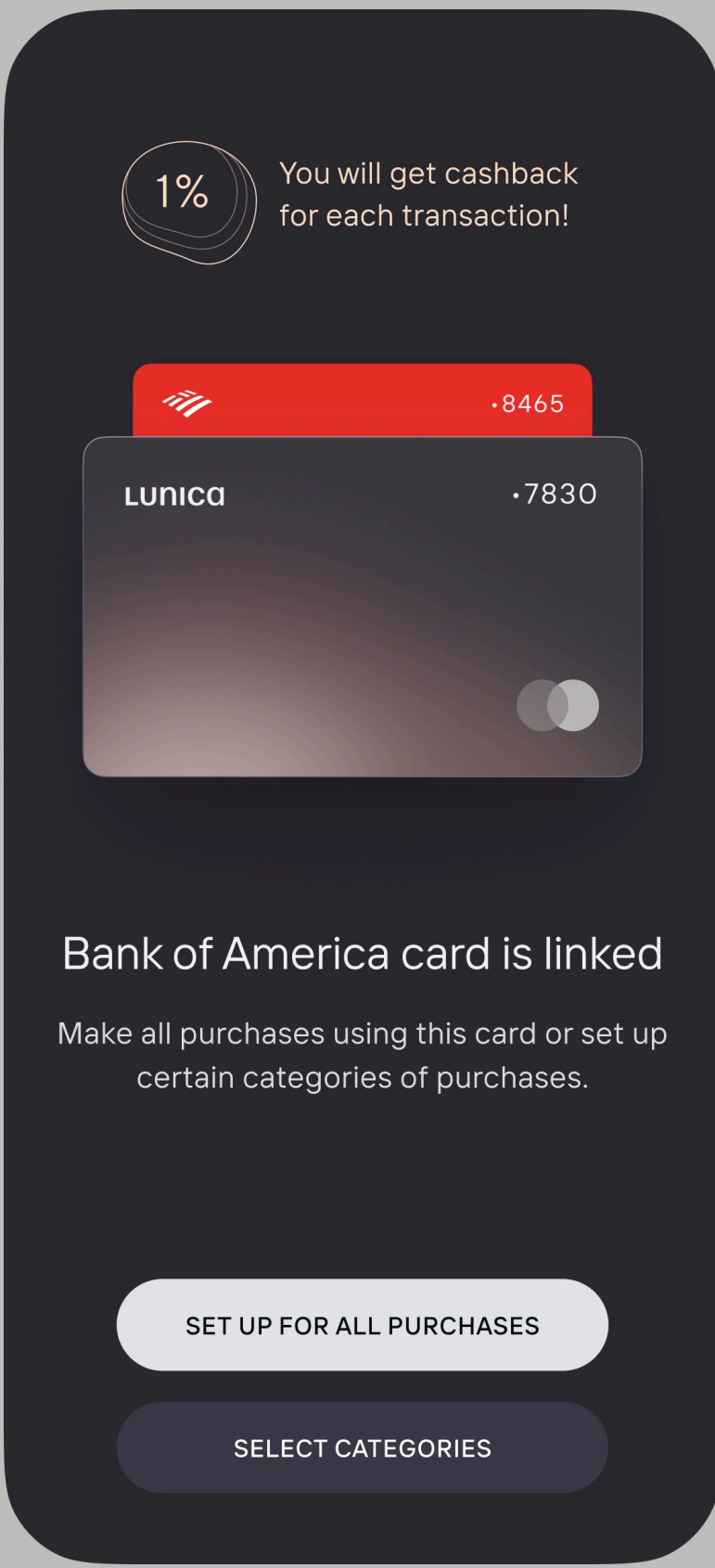
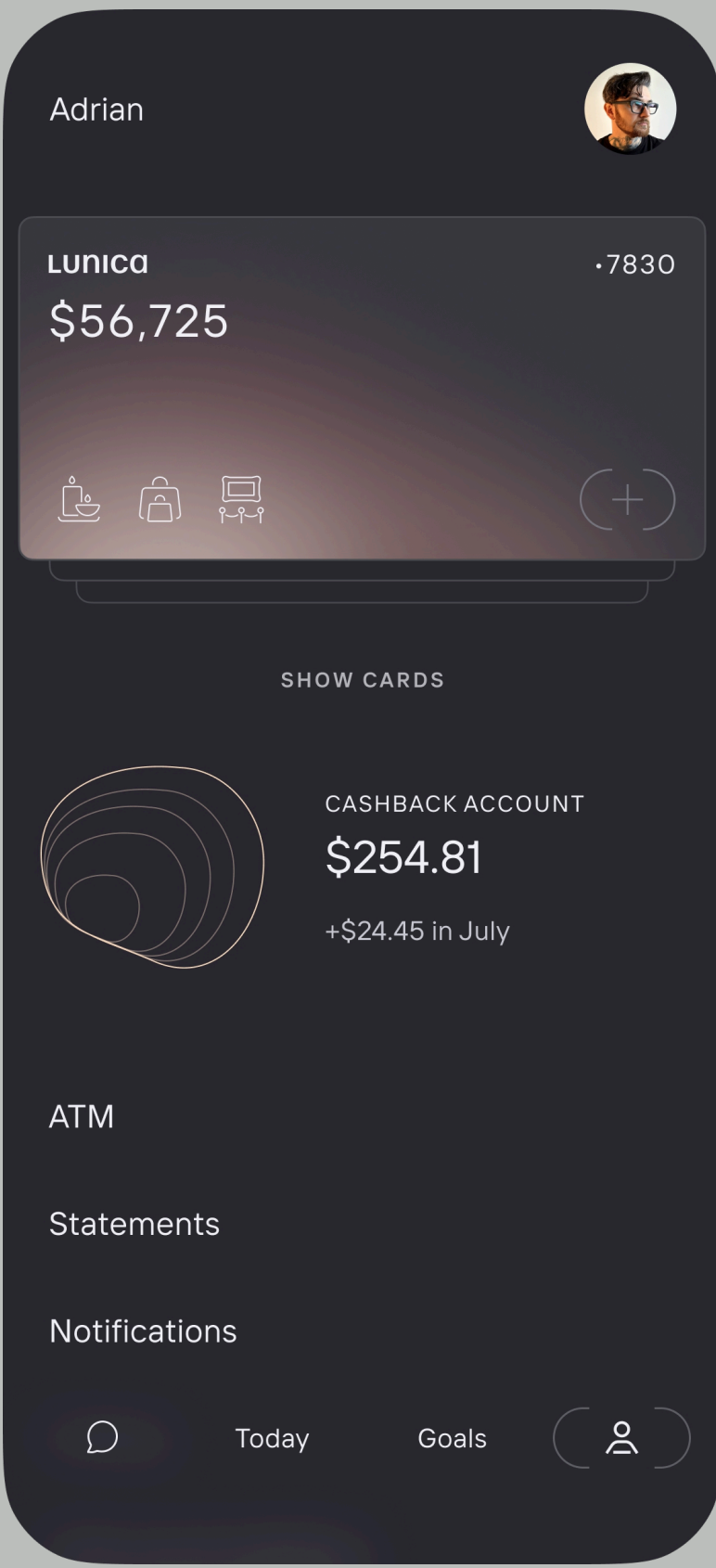


# Lunica

PRODUCT STAGE: 0→1  
DOMAIN: FINTECH / B2C  
ROLE: PRODUCT DESIGN LEADER + 2020-2022  
LOCATION: MOSCOW

Big fintech startup that answers the question:  
What will happen if we shift a person's focus from financial management to their life and goals?

- Confident
- Expert
- Tactful
- Attentive
- Unloud
- Calm
- Mature
- Able to listen and hear
- Always ready to help



- System
- Visual language
- Principles
- Context
- Values





NDA

# Arrival

PRODUCT STAGE: 0→1  
DOMAIN: MOBILITY  
ROLE: PRODUCT DESIGN LEADER + 2019-2020  
LOCATION: LONDON-MOSCOW

Technology company focused on the development and production of electric vehicles, aiming to revolutionize transportation with sustainable, innovative, and cost-effective solutions.

01

Designing a cross-channel end-to-end experience for bus and van drivers.

02

Designing a mobile application for a training system for car mechanics based on the Arrival service platform.

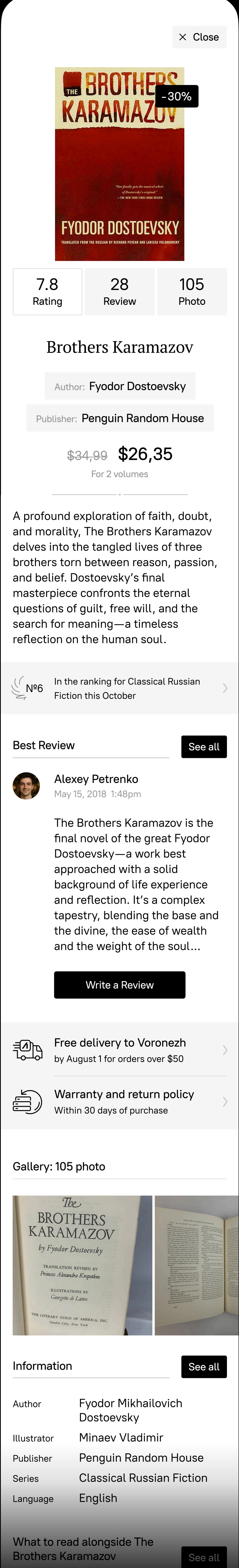
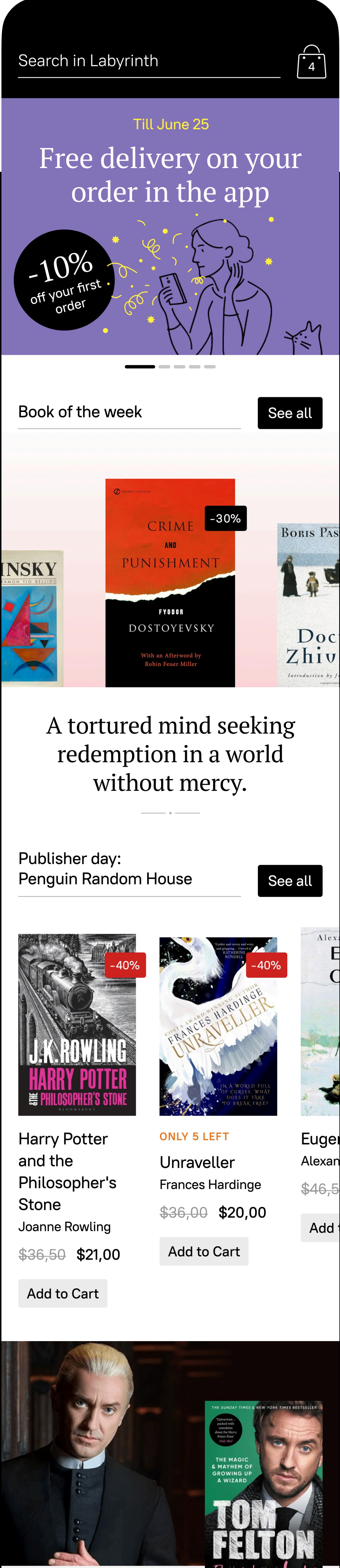




# Labyrinth

PRODUCT STAGE: 0→1→N  
DOMAIN: E-COMMERCE / B2C  
ROLE: PRODUCT DESIGN LEADER + 2015-2018  
LOCATION: MOSCOW

A full-scale online bookstore with millions of users, hundreds of thousands of titles, seamless multi-channel authentication, diverse delivery options, an advanced loyalty program, and a rich community ecosystem connecting readers, reviewers, and authors.





# Red\_Mad\_Robot

DESIGN LEADER / ART DIRECTOR /// 2018-2020

#1 DIGITAL PRODUCT DEVELOPER IN RUSSIA  
WITH OVER 600 EMPLOYEES NATIONWIDE

2020

## Schoolchild

Educational platform for schoolchildren of Tatarstan.

Organized design processes and service development strategy, as well as client training. European design awards winner 2021.

[ABOUT THE WORK →](#)

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2020

## World Skills

Educational platform for adults who want to change careers.

art direction

2019

## MR Group

One of the largest developers in Moscow.

Service design / Identifying problems in the customer experience from the pre-construction stage through to the buyer's move-in.



# Surf Studio

DESIGN LEADER / DESIGN DIRECTOR /// 2014-2018

FIRST GOOGLE CERTIFIED AGENCY IN RUSSIA  
WITH OVER 200 EMPLOYEES NATIONWIDE

2018

## KFC

App for managing operational performance of restaurants.

Art direction

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2018

## Labyrinth

A full-scale online store with hundreds of thousands of SKUs and different authorization methods, delivery options, a complex loyalty program.

Product Design Leader

2017

## SBI Bank

Mobile banking with a focus on family budget management.

Design / Art direction

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2017

## DoDo Pizza

Mobile application for the #1 pizzeria network in Russia.

Design / Art direction

[OPEN THE CASE →](#)

2014

## Delivery Club

One of the first versions of a mobile application for the largest online food delivery aggregator in Russia.

Senior Designer

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# Contacts

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Miami based