



Mara Goes > Designer

“ I’m a designer who always strives to create delightful experiences that make people smile. Passionate about problem solving and data driven design, I love creating products that *matter*. ”



Career

Team Lead & Product Designer > Hailo

I joined Hailo, a cutting-edge technology startup to be part of the Hailo for Business team. I was very excited to work alongside awesome Product Managers, Developers and Engineers to completely overhaul and redesign our corporate travel management solution.

My role in this team was to own the user experience across Hailo for Business and define, prototype, test and deliver new products and features. I’m excited to say that since launching last year, we significantly impacted revenue by winning multi-million pound accounts such as Amex, Twitter and Amazon.

After a year I was promoted to Lead Product Designer and now manage the design and research team. Most recently I’ve been working on mission critical product launches, across our iOS/Android passenger and driver apps.



Founder > Giddyfingers

I recently launched my own app - Giddyfingers after a collection of icons I designed went viral across social networks. A fun and creative app, users can overlay stickers onto their photos to tell new stories. Growth has been fantastic with over half of a million downloads.



Experience Designer > MOO

Moo is an award-winning print and design company specialising in premium business stationery. As an Experience Designer I focused on crafting beautiful, thoughtful experiences that emotionally captivated our customers. I worked in agile, creating rapid prototyping to generate ideas and help validate design decisions.



Lead Designer > PayPal, eBay Inc.

Working collaboratively with copywriters, designers, developers and marketers, I led the PayPal.com redesign in EMEA and successfully launched across 12 countries in 11 different languages requiring a global approach with market-specific adaptations.



Visual Designer > PayPal, eBay Inc.

I joined the UK Creative team just as an evolution of the brand was taking place, this allowed me to explore and help define the latest brand guidelines. My role then expanded and I headed up a design team of four where we worked cross-functionally providing strategic creative services for PayPal’s marketing force across EMEA.



Freelance Animator > Disney

Working remotely on several rotoscoping projects for animated online adverts featuring Donald Duck and Goofy.



Creative Designer > Endemol

Part of a quirky and unique team I had the pleasure of working alongside the renowned Charlie Brooker producing humorous interactive designs for clients as Channel 4, E4, BBC and 3Mobile.



Education

2000 BA (Hons) 2:1: Visual Communication, UCA, UK
1998 BTEC Diploma in Art Foundation: UCA, UK
1995 11 GCSE’s: Colegio de Vilamoura, Algarve, Portugal

Skills

Sketch
Adobe Suite
Zeplin
Invision
Flinto
Marvel

Knowledge

UI/UX
Typography
Layout
Image Editing
Usability
Branding

Interests

