



Jorge de Lima  
**Senior Product Designer**

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## PROFESSIONAL SUMMARY

Senior Product Designer with 10 years of experience in enterprise SaaS. At Booking.com for Business, I owned design across **Acquisition and Retention**, redesigning registration flows that cut error rates by 53% and task completion time by 46%, and rebuilding team management tools that drove an 8x increase in team invite engagement. I set success criteria before work begins and prove impact with data after it ships.

## CORE COMPETENCIES & SKILLS

- **Product Design:** Product discovery, feature ideation, roadmap alignment, visual craft
- **UX Research:** Usability testing, user interviews, surveys, user journey mapping
- **Interaction & Visual Design:** Wireframing, high-fidelity design, micro-interactions, motion
- **Prototyping:** AI-powered prototypes, multi-state and edge case coverage, MoWeb/Mobile
- **Design Systems:** Component libraries, Figma variables, governance, multi-product libraries
- **Information Architecture:** User flows, information hierarchy, IA optimisation
- **Accessibility:** WCAG standards, inclusive design, accessibility testing
- **Data-Driven Design:** Analytics interpretation, A/B testing, product metrics, success criteria
- **Collaboration:** Agile/Lean, stakeholder alignment, cross-functional delivery

## PROFESSIONAL EXPERIENCE

### Senior Product Designer

Serko / Booking.com for Business - (Auckland, NZ)

September 2022 - January 2026

- **Registration flow redesign:** Conducted 20+ usability sessions to surface critical drop-off points in the B2B onboarding experience. Redesign cut error rate from 18.5% to 8.7% and reduced task completion time from 40s to 21.5s, directly supporting new user acquisition.
- **Team management experience:** Led end-to-end redesign across two phased releases, restructured navigation to reduce cognitive load, and then rebuilt invite and guest management flows. Post-launch: +805% on team invite actions and +166% on team management engagement, supporting organic account growth through easier team expansion.
- **Design system:** Built and maintained scalable component libraries, Figma variable tokens, and design system governance across web and mobile, used across multiple product teams, improving delivery consistency and velocity.
- Owned cross-functional delivery with PM, engineering, and data. Aligning on success criteria upfront and measuring outcomes post-launch across Acquisition and Retention product areas.
- Introduced AI-powered prototyping and structured A/B testing to validate design decisions before engineering investment, reducing the cost of failed solutions.

### **Senior Creative Designer**

Unleashed Software — (Auckland, NZ)

November 2014–July 2015 (part-time), August 2015– August 2022 (full-time)

- Led redesign of inventory management workflows across a complex SaaS platform, simplified stock, order, and reporting systems to improve task efficiency and reduce user errors at scale.
- Designed and launched the company's first mobile application, establishing foundational UX patterns and contributing to cross-platform experience strategy.
- Partnered with product and engineering to define feature requirements before development, ensuring design feasibility and alignment with business objectives ahead of engineering investment.
- Ran user research (contextual interviews, surveys) to validate feature concepts and prioritise roadmap items.
- Mentored junior designers and introduced structured critique practices, raising team craft standards and improving design consistency across the product.
- Developed and maintained pattern libraries to streamline UI consistency and improve design handoff to engineering.

### **Motion Graphics Designer**

Santo Forte Digital — (São Paulo, BR)

June 2012 – July 2013

- Pre/post-production of editing and animation for film/advertising commercials

### **EDUCATION**

#### **Graduate Diploma in Creative Technologies**

Media Design School (Auckland - New Zealand)

July 2014 – August 2015 | Auckland, New Zealand

#### **Graduate Diploma in Motion Graphics Design**

Melies University (São Paulo - Brazil)

June 2009 – August 2012 | São Paulo, Brazil