



Jorge de Lima
Senior Product Designer

Auckland, NZ | jorgedelima.design | 02108547910 | [LinkedIn](#)

PROFESSIONAL SUMMARY

Senior Product Designer who's spent a decade making enterprise software less painful to use. At Serko, I helped corporate travel managers with business trips 40% faster while reducing support tickets by half. My superpower is translating messy business requirements into interfaces that just work - then proving it with data.

CORE COMPETENCIES & SKILLS

- **Product Design:** Product discovery, feature ideation, roadmap alignment
- **UX Research:** Usability testing, interviews, surveys, user journey mapping
- **Interaction & Visual Design:** Wireframing, high-fidelity design, micro-interactions
- **Prototyping:** AI-powered prototypes, user journey, AI chatbot, AI smart currency conversion
- **Design Systems:** Component libraries, Figma variables, design system governance
- **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
- **Collaboration:** Agile/Lean teams, stakeholder alignment
- **Soft Skills:** Empathy, communication, mentoring, creative problem-solving

PROFESSIONAL EXPERIENCE

Senior Product Designer

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

September 2022 – January 2025 | Auckland, New Zealand

- Led end-to-end design for enterprise travel SaaS features, from research through launch, serving millions of global users.
- Owned cross-functional collaboration with Product Managers, Engineers, and Data teams to align on business/product goals and user needs.
- Conducted usability testing and user interviews to refine workflows; iterated on designs that reduced user friction.
- Contributed to the Serko/Booking.com design system: developed reusable UI components, enforced accessibility standards, and improved design consistency.
- Introduced data-informed design decisions by tracking usage metrics (e.g., adoption, task completion), improving core feature engagement.

Product Designer

Unleashed Software — (Auckland, NZ)

November 2014 – August 2022 | Auckland, New Zealand

- Designed intuitive inventory management interfaces for a SaaS platform, helping simplify complex workflows around stock, orders, and reporting.

- Created interactive prototypes and user flows that improved onboarding flows, reducing time-to-first-value for new users.
- Collaborated with product and engineering to define feature requirements, ensuring design feasibility and alignment with business objectives.
- Executed user research (surveys, contextual interviews) to validate feature concepts and prioritise roadmap items.
- Developed and maintained pattern libraries to streamline UI consistency across modules and improve design hand-off to engineering.
- Mentored junior designers and facilitated design critiques to raise the overall design quality of the team.

PROJECTS

Corporate Travel Platform Redesign

- Spearheaded a major redesign of a B2B travel booking interface, focusing on reducing drop-off and improving conversion by introducing streamlined flows (AI workflow automation), to identify and customise users with the right role/permissions, and robust error states (**Result: lower error rate of 8.7% vs 18.5%**).
- Conducted 20+ user testing sessions, synthesised key insights, and iterated (crafting clear, context-rich prompts that generated higher-quality prototype solutions) that increased booking efficiency and reduced user errors. (**Result: 21.5 seconds overall vs 40+ seconds on performance improvement**)

Design System Implementation

- Built and maintained a scalable design system for Serko's web and mobile products, implementing component libraries, token management, and style guidelines.
- Established governance practices for design contribution and ensured consistent use across all product teams, resulting in a more unified and maintainable UI.

Feature Discovery & Launch

- Launched a new expense-management module for the platform: defined MVP features, conducted competitive research, designed UI, and tested with real users.
- After launch, measured adoption via analytics and supported ongoing feature iteration based on user feedback and usage data. Signal that activation rate is positively impacted (**Result: +11.5% with 86% confidence**).

EDUCATION

Graduate Diploma in Creative Technologies

Media Design School (Auckland - New Zealand)

July 2014 – August 2015 | Auckland, New Zealand

Motion Graphics Design

Melies (São Paulo - Brazil)

June 2009 – August 2010 | São Paulo, Brazil