Jorge de Lima
Senior Product Designer

Auckland, NZ | jorgedelima.design | hi@jorgedelima.design | 02108547910 | LinkedIn

PROFESSIONAL SUMMARY

Innovative Senior Product Designer with over **10+ years** of experience designing for B2B and SaaS platforms, especially in travel and enterprise domains. Expert in product discovery, user research, and driving design systems from concept to scale. Passionate about solving complex problems through cross-functional collaboration, accessible design, and data-informed decisions.

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:** Figma Make, rapid prototyping, click-through flows
- **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 – Present | 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 product goals and user needs.
- Conducted usability testing and user interviews to refine workflows; iterated on designs that reduced user friction in booking and expense management.
- 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.

Jorge de Lima
Senior Product Designer

Auckland, NZ | jorgedelima.design | hi@jorgedelima.design |
02108547910 | LinkedIn

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, contextual help, and robust error states.
- Conducted 20+ user testing sessions, synthesised key insights, and iterated prototypes that increased booking efficiency and reduced user errors.

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.

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

TOOLS & TECHNOLOGIES

- **Design:** Figma, Adobe CC
- **Research:** UserTesting.com
- **Collaboration:** Jira, Confluence, Miro
- **Analytics:** Google Analytics, Kubit
- **Accessibility Tools:** WAVE

ADDITIONAL

- **Portfolio:** jorgedelima.design
- **Mentorship:** Mentored 2 mid/junior designers