

Luna Borgo

Senior Product & Design Systems Designer | Design Systems · Brand · Product | HEINEKEN · adidas | Amsterdam

Senior Product and Design Systems Designer with 12+ years building design systems, product platforms, and brand infrastructure at global scale. Founding member of Crate, HEINEKEN's design system powering eazle — consolidated 40 regional B2B platforms into one unified ecosystem across 40+ markets.

Core expertise: design tokens, semantic token architecture, component libraries, federated adoption models, Figma tooling, cross-functional stakeholder alignment, and Design Ops. Scaled a 6-person core team to support 235 contributors; improved component health from 55% to 94% in 6 months; 230% community engagement growth.

Previously at adidas, redesigned product recommendation flows on adidas.com and unified 10+ carousel patterns into one configurable component. Founding design system team member at Aegon (HCL Technologies). Seeking Principal or Lead Design Systems / Product Design role — Amsterdam, hybrid, or remote (EU).

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CORE COMPETENCIES

Design Systems & Platform Strategy – Design Systems · Design Tokens · Semantic Token Architecture · Component Libraries · Pattern Libraries · Multi-Brand Systems · Theming · Figma · Platform UX · Design System Governance · Information Architecture

Organizational & System Enablement – AI Tooling · Design Automation · Figma Plugins · Federated Adoption · Cross-Functional Alignment · Stakeholder Management · Change Management · Community Building

Product Design & Business Impact – UX Strategy · Product Discovery · Experimentation · A/B Testing · Accessibility · WCAG · Recommendation Systems · Revenue-Impacting UX · Mobile & Web · Prototyping

LATEST EXPERIENCE

THE HEINEKEN COMPANY

Senior Designer, Design Systems | June 2023 – Present

Founding member of Crate, HEINEKEN's global design system powering eazle, a unified B2B platform active in 40+ markets.

- Lead design token architecture (Core, Semantic, Modes), component foundations, Figma tooling, and federated contribution infrastructure for a 6-person core team supporting 235 contributors
- Introduced Brand Volume framework: shared decision tool for brand expression across product and marketing teams
- Built AI-powered Figma Spellchecker plugin preventing 2,600+ design and development errors per year, freeing approximately 867 hours of team capacity annually; improved component health from 55% to 94% in 6 months
- Established Design Jam as a quarterly organisation-wide innovation practice
- Drove voluntary adoption by 4 HEINEKEN OpCos and 230% community engagement growth
- Formalised contribution workflows (Jira-Figma integration, Definition of Done, review model) with 85% response rate across 67 design reviews in under 10 months

THE HEINEKEN COMPANY

Senior Product Designer | August 2022 – September 2024

- Shaped product vision and UX foundations for eazle, consolidating 40+ fragmented regional B2B platforms into one unified global ordering system
- Led design discovery and stakeholder alignment for core ordering flows across product, engineering, and commercial teams in multiple markets

ADIDAS

Product Designer | May 2021 - Jul 2022

Led product recommendation strategy for adidas.com, shifting from fragmented experiments to a structured, scalable framework.

- Redesigned key product recommendation flows on adidas.com, building on earlier experiments that had not landed, with cross-functional discovery alongside product, engineering, and data science
- Defined shared recommendation decision approach aligning placement, logic, and editorial inputs across the full customer journey, replacing fragmented squad-by-squad rules
- Partnered with adidas Design System team to consolidate 10+ inconsistent carousel implementations into one modular component supporting 36+ configurations
- Led cross-functional discovery using Opportunity Solution Trees and stakeholder alignment workshops

HCL TECHNOLOGIES (AEGON)

Interaction Designer, Aegon | May 2018 – May 2021 · 3 yrs

Product designer for Aegon Bank and founding member of the Design System team.

- Interaction designer on Aegon digital banking and financial services, pensions, insurance, and investment journeys across web and mobile
- Founding member of design system team: translated refreshed brand into reusable components, patterns, and usage guidance for consistent product delivery
- Defined designer and partner contribution model for design system evolution in day-to-day delivery, not only documentation
- Delivered UX for regulated flows including KYC and banking portal renewal; maintained continuity through acquisition and organisational restructuring

EARLIER EXPERIENCE

NL: Atabix (Gassan, Primephonic) BR: Único, Resultate & Freelance

Graphic & Digital Designer

Led end-to-end UX/UI and brand projects across agency, freelance, and in-house environments. Built reusable UI kits to improve onboarding and developer collaboration, forming the foundation of my systems-oriented approach now applied at enterprise scale.

CERTIFICATIONS

Design Systems, Nielsen Norman Group, January 2023
Becoming a UX Strategist, Nielsen Norman Group, May 2019
Service Blueprinting, Nielsen Norman Group, May 2019
Information Architecture and Mobile, Mergo UX, 2017

EDUCATION

Product Design, UWV, 2013 – 2015
Industrial Design, UFES, 2010 – 2013

LANGUAGES

Portuguese (Native) · English (Full Professional) · Dutch (A2) · Spanish (Conversational)