

Luna Borgo

Design Systems, Strategy & Scalable Digital Experiences

Product and design systems designer with 12+ years of experience building scalable digital platforms. I lead design system strategy and define structured foundations that translate brand and business goals into consistent product experiences.

Operating at Lead / Principal IC level, I shape long-term platform direction while remaining hands-on in execution, aligning product, brand, engineering, and senior stakeholders around shared standards, governance, and clear strategic roadmaps.

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CORE COMPETENCIES

Design Systems & Platform Strategy

Strategy & governance • Scalable system architecture • Design tokens & theming • Component & pattern libraries • Platform UX foundations • Multi-product & multi-brand systems

Organizational & System Enablement

System adoption & scaling • Cross-functional alignment • Stakeholder management • DesignOps & contribution models • Organizational change management • Executive alignment

Product Design & Business Impact

Product discovery & experimentation • Revenue-impacting UX initiatives • Strategic roadmap planning • Brand-to-product translation • Accessibility & design standards

LATEST EXPERIENCE

Heineken

Senior Product & Design Systems Designer • Aug 2022 - Present

Founding member of Crate, Heineken's global design system powering eazle, a unified B2B platform consolidating 40+ regional platforms into one scalable ecosystem

- Led evolution of Crate from UI library to strategic product platform across multiple OpCos
- Defined and owned semantic token architecture and scalable system foundations
- Translated the eazle rebrand into structured digital principles adopted across product and marketing
- Established governance and contribution workflows to support scalable adoption
- Built AI-assisted Figma plugin improving token accuracy and reducing hardcoded values
- Acted as strategic bridge between product directors, brand leadership, engineering, and regional stakeholders

Impact

- Enabled independent adoption by OpCos including Vietnam and UK
- Reduced design fragmentation across teams
- Strengthened brand-to-product consistency at global scale

Adidas

Product Designer Browse & Delight • May 2021 - Jul 2022

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

- Redesigned and re-tested a previously failed recommendation concept, generating €3.69M in annualized global net sales
- Defined a recommendation framework (Inspire, Guide, Complete) aligning placement, algorithm, and interaction across the full journey
- Partnered with Design System team to consolidate 10+ inconsistent carousel variations into 1 modular component supporting 36+ configurations
- Led cross-functional discovery using Opportunity Solution Trees and stakeholder alignment workshops

Impact

- Shifted organizational mindset from ad-hoc placements to systemic recommendation strategy
- Delivered measurable revenue impact through UX-led experimentation

Aegon (HCL Technologies)

Interaction Designer – Product & Design System • May 2018 – May 2021

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

- Implemented Aegon's new brand across digital products through system foundations and component redesign
- Redesigned core components and UX standards to align with updated brand identity
- Defined structured usage guidelines and scalable patterns
- Designed and operationalized a new collaboration and contribution model for the design system team
- Supported major initiatives including KYC and banking portal UX transformation

Impact

- Enabled cohesive digital brand rollout across Aegon's digital platform
- Established the design system as a recognized internal product capability
- Ensured UX continuity during bank acquisition and transition to a new organization

EARLIER EXPERIENCE

Atabix Solutions, 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.

EDUCATION & CERTIFICATIONS

Design Systems — Nielsen Norman Group (2022)

Service Blueprinting — Nielsen Norman Group (2019)

Becoming a UX Strategist — Nielsen Norman Group (2019)

Information Architecture + Mobile — Mergo UX (2017)

Product Design — UVV (2013–2015)

Industrial Design — UFES (2010–2013)

✦ ✦ **we should be a team** ✦ ✦



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