

Jeri Bowers

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With over 20 years of experience, I am an Amsterdam-based product designer specializing in UX strategy and 0→1 product development. My background spans fintech, customs compliance, and e-commerce – high-friction industries with fragmented workflows. I thrive on untangling these complex, ambiguous environments and turning them into scalable solutions that drive measurable business value.

Professional Experience

Flexport • Amsterdam, Netherlands, Jan 2022 - Jul 2025 (3 yrs 7 mos)

Staff Product Designer • Mar 2024 - Jul 2025

Design lead for a new customs brokerage system – I defined the design strategy to facilitate automated entry filing in order to achieve a 80% reduction in filing costs.

Senior Product Designer • Jan 2022 - Mar 2024

Design lead for finance and accounting software MVP to enhance financial transparency of shipment profitability and optimize the month-end close process.

Booking.com • Amsterdam, Netherlands, Jun 2016 - Dec 2021 (5 yrs 7 mos)

Design Manager • Oct 2021 - Dec 2021

I played a key role in the successful implementation of craft management within the company of 200+ designers. I managed a team of 6 designers aiding in their career growth and the development of effective UX strategies.

Lead Designer • Jan 2019 - Sep 2021

Design leader of a newly established business unit – I led a team of senior designers in defining a comprehensive vision to increase conversion on the core funnel of Booking.com. I guided a team of 10 designers in the development and implementation of key initiatives, including property comparison and user-generated content.

Senior Product Designer • Jun 2016 - Dec 2018

Lead designer for a property management solution – I was responsible for designing MVP features, user research, creating sitemaps, storyboards, and user journeys.

IBM Watson • Austin, Texas, Mar 2014 - Jun 2016 (2 yrs 4 mos)

Senior Designer

Lead visual designer on the launch of the Watson Conversation and Natural Language Classifier solutions. I was responsible for the design and development of the design system and UX.

Skills

Proficient with Figma, Creative Suite, HTML/CSS, Lovable

Education

University of Northern Iowa • Cedar Falls, Iowa, Dec 2005

Bachelor of Arts in Studio Art, Minor in Graphic Communications

Certificates

Nielsen Norman Group UX Certified • Amsterdam, Netherlands, Jun 2018

Analytics and User Experience