

# Jeri Bowers

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Amsterdam-based **Staff Product Designer** specializing in **0→1 development** for **enterprise internal tools** and **smart automation**. I transform fragmented, manual operations into **self-managing systems** that drive measurable business value. Across customs compliance, fintech, and social impact, I architect accurate, scalable solutions for ambiguous environments — designing systems to manage the complexity so people don't have to.

## Professional Experience

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

**Staff Product Designer** • Mar 2024 - Jul 2025

Defined the design strategy for a new customs brokerage system, orchestrating a development path that achieved an 80% reduction in filing costs.

**Senior Product Designer** • Jan 2022 - Mar 2024

Led the design of a finance and accounting MVP to enhance financial transparency 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

Led a team of 6 designers and contributed to the rollout of a global craft management initiative, helping to standardize quality and design execution for an organization of 200+.

**Lead Designer** • Jan 2019 - Sep 2021

Led a unified North Star vision for the guest ecosystem, driving cross-functional alignment to bridge complex user needs with long-term business goals.

**Senior Product Designer** • Jun 2016 - Dec 2018

Led the design and launch of a 0→1 rate intelligence platform, defining the core product experience and data visualization for complex market data.

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

**Lead Visual Designer**

Established the design language for Watson Conversation and Natural Language Classifier. Responsible for the design system and UX to ensure visual consistency across AI products.

## Skills & Tools

- **Design Leadership:** Design Strategy, Cross-functional Alignment, Mentorship, Design Craft Management, North Star Visioning.
- **Product & Systems:** Experience Architecture, Information Hierarchy, Design Systems, 0→1 Development, Data Visualization, Complex Workflows.
- **Tools:** Figma, Lovable, Jira, Confluence, Adobe Creative Suite.
- **Technical Foundations:** HTML/CSS (foundations), Prototyping, User Research Synthesis, AI/ML Interface Design.

## 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