

RAFAEL BORGES

Senior Product Designer

@ sborges.rafa@gmail.com

in linkedin.com/in/sborgesrafa

📍 Barcelona, Spain

Professional Experience

Senior Product Designer

Sixt Rent a Car | Germany | 2024 – Present

Designing the global booking experience for one of the world's largest car rental platforms, ensuring clarity, consistency and conversion across multiple countries and user scenarios.

- Led the redesign of the Digital Branch and Out-of-Hours booking flow from search to document upload and confirmation.
- Reduced OOH-related support contacts by 21% through clearer decision-making, predictable flows and operational alignment.
- Designed flows for protection, loyalty program, add-ons and verification steps.
- Improved Offer List performance through research-based iterations.
- Collaborated with PMs, engineers, operations, researchers and content designers.
- Partnered with a second designer responsible for post-booking and pickup interactions.

Product Designer

Omio | Germany | 2021 – 2024

Contributed to Europe's leading multimodal booking platform used to compare and book trains, buses, flights and ferries.

- Led a full Design Sprint for Omio Flex, increasing conversion by 8%.
- Redesigned insurance flows, achieving 40% growth in adoption.
- Designed for multiple providers, fare rules, seat policies and complex cross-border journeys.
- Delivered 50+ components into the design system.
- Collaborated with PMs, engineers, operations, researchers and content designers.
- Promoted from Associate to Product Designer within one year.

UX/UI and Design System Instructor

Ironhack & Muse Case Labs | Germany | 2020 – 2024

- Taught more than 100 students.
- Led workshops on Design Thinking, prototyping and Figma.
- Supported complete UX/UI project development.
- Created HTML/CSS training for designers.
- Crafted a complete Design System Bootcamp.
- Supported hundreds of students to create a Design System from zero.

Travel Industry Roles

Brazil | 2008 – 2020

This period represents a foundational and highly relevant part of my experience. I worked across travel agencies, tour operators, e-commerce teams and car rental product management before transitioning to design.

Roles included

Movida Rent a Car – Technical Account Manager

- Improved international partnership conversion by 83%.
- Built performance KPIs and distribution strategy.

Trend Tour Operator – Car Rental Product Manager

- Exceeded profitability targets by 23%.
- Defined requirements, acceptance criteria and product strategy.

Agaxtur Tourism – Project Manager

- Developed B2B and B2C travel e-commerce platforms.

Nascimento Tourism – E-commerce Supervisor

- Implemented the company's first travel e-commerce platform.
- Promoted from Product Assistant to Supervisor.

Viajes Carrefour – Travel Agent and Manager

- First professional role in travel industry.
- Built deep understanding of customer needs, pain points and booking operations

Education

UX/UI Design Bootcamp | Ironhack

Mar 2020 – May 2020

Formed the basis of my design practice with user research, prototyping and design tools. Applied end-to-end UX methods to real projects.

Bachelor in Public Relations | Universidade Metodista

Jan 2007 – Dec 2010

Developed strong communication, research and storytelling skills that support clear, user-centered design. Built a foundation in strategic thinking, and audience analysis.

Technical Degree in Tourism | ETEC

Jan 2005 – Jun 2006

Gained practical knowledge of the travel industry, traveler needs and service operations. This early understanding of customer journeys became crucial for my work in travel.

Courses & Certifications

- AI Design Bootcamp – Memorisely
- Product Psychology Masterclass – Growth Design
- Design Systems Bootcamp – Memorisely
- E-commerce Management – ComSchool
- Web Development – Angela Yu (Udemy)

Languages

- English (Professional)
- Spanish (Advanced)
- Portuguese (Native)