

Kok Lima Pérez

SENIOR PRODUCT DESIGNER / B2B SAAS & E-COMMERCE

End-to-end Design · Design Systems · User Research & Problem-Solving

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SUMMARY

Senior Product Designer with 8+ years of end-to-end experience and ownership in digital product design, specializing in B2B SaaS and e-commerce. My latest pricing page redesign increased conversion to checkout by **15.85%**. Trained in business (AMP, EAE Business School), I frame the problem before designing the solution and make data-driven decisions aligned with business KPIs.

I work in cross-functional collaboration as part of the product trio alongside the product manager and tech lead, combining strong visual craft, rigorous user research, and the evolution of scalable Design Systems in Figma. I integrate AI into my daily research, ideation, and prototyping workflow: primarily Claude Code, along with Cursor, Figma Make, and ChatGPT.

PROFESSIONAL EXPERIENCE

Product Designer · BigBuy / Valencia / Jan 2024 – Present

B2B e-commerce platform and dropshipping wholesaler operating across Europe. 400,000+ products and revenue above €120M. Sole Product Designer at the company: I cover the 4 product squads and collaborate with the rest of the organization.

- **Product:** end-to-end design of flows, interfaces, and components for the company's 3 platforms: bigbuy.eu, MIP (Multi-Channel Integration Platform), and Control Panel.
- **Research:** established the user research practice at the company by analyzing full years of real customer feedback with AI (Trustpilot, support tickets, surveys, interviews, and AI chatbot conversations), synthesized into the main pain points prioritized by business impact.
- **AI in the product:** designed the ticket management app end to end, from business logic to the interface. Support for 200+ marketplaces with an in-house AI agent that classifies, resolves, and escalates tickets; research through user interviews and rapid prototyping in Figma Make, validated with users.
- **AI in the process:** turned the research into a documented workflow built on Claude Code, cutting analysis time per source from one week to 4 hours.
- **Design Systems:** leading the unification of bigbuy.eu's 3 Design Systems into a single system, with centralized governance, Figma-code parity, and documentation, cutting design time in half.
- ▶ **Key achievements:**
 - +15.85% conversion to checkout after the pricing page redesign, validated through A/B testing.
 - 54% of queries resolved by AI, unifying customer support into a single in-house app in place of several paid external tools.
 - Customer complaints about platform slowness down to nearly zero, across support tickets and reviews, after solving the pain point the research had identified as the top priority.
 - Company objectives redefined based on the AI-assisted research, whose findings have been feeding the Product and Technology roadmap ever since.

Product Designer · Uphint / Valencia / Jan 2023 – Dec 2023

SaaS that turns any process into a step-by-step guide with screenshots, in seconds. A startup in the Lanzadera ecosystem, backed by Angels (Juan Roig's investment firm).

- Designed the product's 2 key MVPs end to end (the desktop app and the multi-user version), from research and information architecture through to prototyping and user validation.
- Prioritized the highest-impact product work by combining qualitative and quantitative research: interviews, heuristic analysis, benchmarking, and analytics with Google Analytics, Hotjar, and Amplitude.
- Built the product's initial Design System (UI Kit and component inventory); continuous validation through usability testing and A/B testing in a Scrum environment.

► **Key achievements:**

- New paying customers, especially large enterprises, after prioritizing the desktop app based on user feedback from every channel.
- 1,000+ companies across 50+ countries; the Spanish press highlighted the desktop app as "the most important improvement of 2023" (El Español).

UX/UI Designer · Group68 / Barcelona / Sep 2021 – Jan 2023

Advertising agency with clients in Spain and Latin America.

- UX/UI design of landing pages and apps: research, competitor analysis, information architecture, prototyping, and usability testing, through to HTML/CSS development.
- Branding, design consulting, and social media content.

UX/UI Designer & Senior Graphic Designer · Balnes Europe / Barcelona / Jun 2019 – Aug 2021

Coffee roaster with its own brands (Viaggio Espresso, Bestpresso, Daniel's Blend) across Europe, the US, Latin America, and Asia.

- Led the design team for all of the company's markets.
- Design of e-commerce sites (Shopify) and landing pages through A/B testing, competitor analysis, and market research, increasing conversions across the company's own stores and marketplaces.
- Presented projects to C-level stakeholders.
- Packaging and 3D stand design for international food trade fairs: ANUGA 2019 (Germany), HOST 2019 (Italy), and Dubai.

UX/UI Designer & Senior Graphic Designer · Freelance / Barcelona / Mar 2018 – Jun 2019

- UX/UI design of websites, branding, packaging, and social media content for brands in Spain and Panama.

UX/UI Designer & Senior Graphic Designer · Sterling Cooper BCN / Barcelona / Jan 2017 – Feb 2018

Advertising and events agency.

- Introduced UX/UI app design for startups as a new line of business for the agency.
- Creative direction and execution of simultaneous events across Spain for premium brands: Veuve Clicquot, Belvedere Vodka, Ramón Bilbao, Aramark, and Servihabitat, among others.

Earlier experience (2004 – 2016) / Caracas / Barcelona

Creative Director at DLB Group (part of the team behind a Promax & BDA Europe 2009 award-winning project), Co-founder of design studio French Fries Studios (vendor to Venezuela's leading advertising agencies), and University Design Professor at Universidad Nueva Esparta.

EDUCATION

- **UX/UI Design Bootcamp** — Ironhack (English edition), Barcelona · 2022
- **AMP (Advanced Management Program)** — EAE Business School, Barcelona · 2018
- **Specialization in Design Thinking** — EAE Business School, Barcelona · 2018
- **Bachelor's Degree in Design Business Administration** — Universidad Nueva Esparta, Caracas · 2006

SKILLS

- **Design & research:** user research, usability testing, information architecture, wireframes, rapid prototyping, user flows, Design System creation and evolution, visual/UI craft, user-centered design, A/B testing.
- **Collaboration & business:** cross-functional collaboration, stakeholder communication, ownership, strategic thinking, systems thinking, problem framing, problem-solving, data-driven design.
- **Tools:** Figma (advanced variables), FigJam, Miro, AI (Claude Code, Cursor, Figma Make, ChatGPT, Lovable, Gemini), analytics (Google Analytics, Hotjar, Amplitude, PostHog), HTML/CSS, Adobe Creative Cloud (Illustrator, Photoshop, InDesign).
- **Methodologies:** Design Thinking, Double Diamond, Lean UX, Agile/Scrum.

LANGUAGES

Spanish: native · English: B2 (professional working proficiency) · Catalan: basic