

shape experiences. They give voice to our product to life and empower every traveller, partner and front line between our business and the rest of the world.

Since 2017, I led a lot of Booking.com's work into developing assets, resources and guidelines for content thinking, which now lives under Design Operations. Auditing and refining, unifying our work and investigating where content-first thinking could grow.

**80+** writers  
**200+** designers  
**150+** teams

From content guidelines for UI components to leading a team of senior craft experts in 2020s project to deliver a design language, I helped shape the standards to follow for design, writing, brand, accessibility, research and product development.

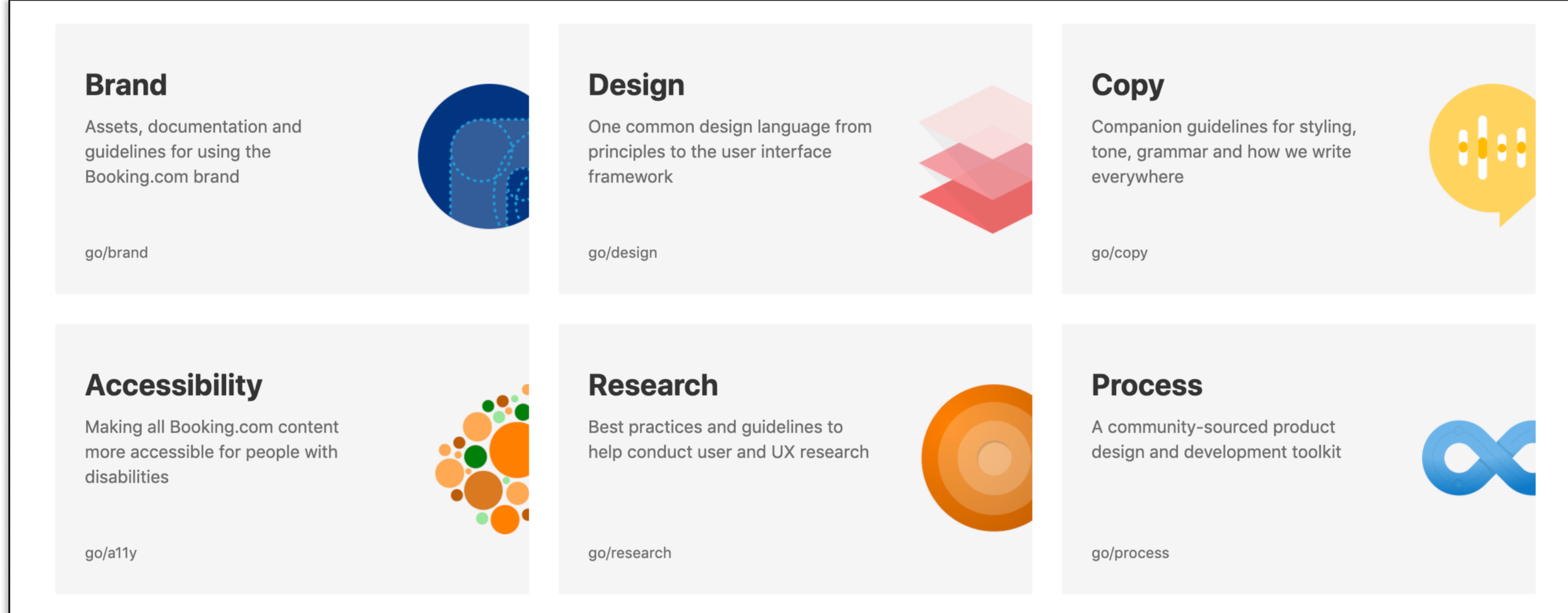
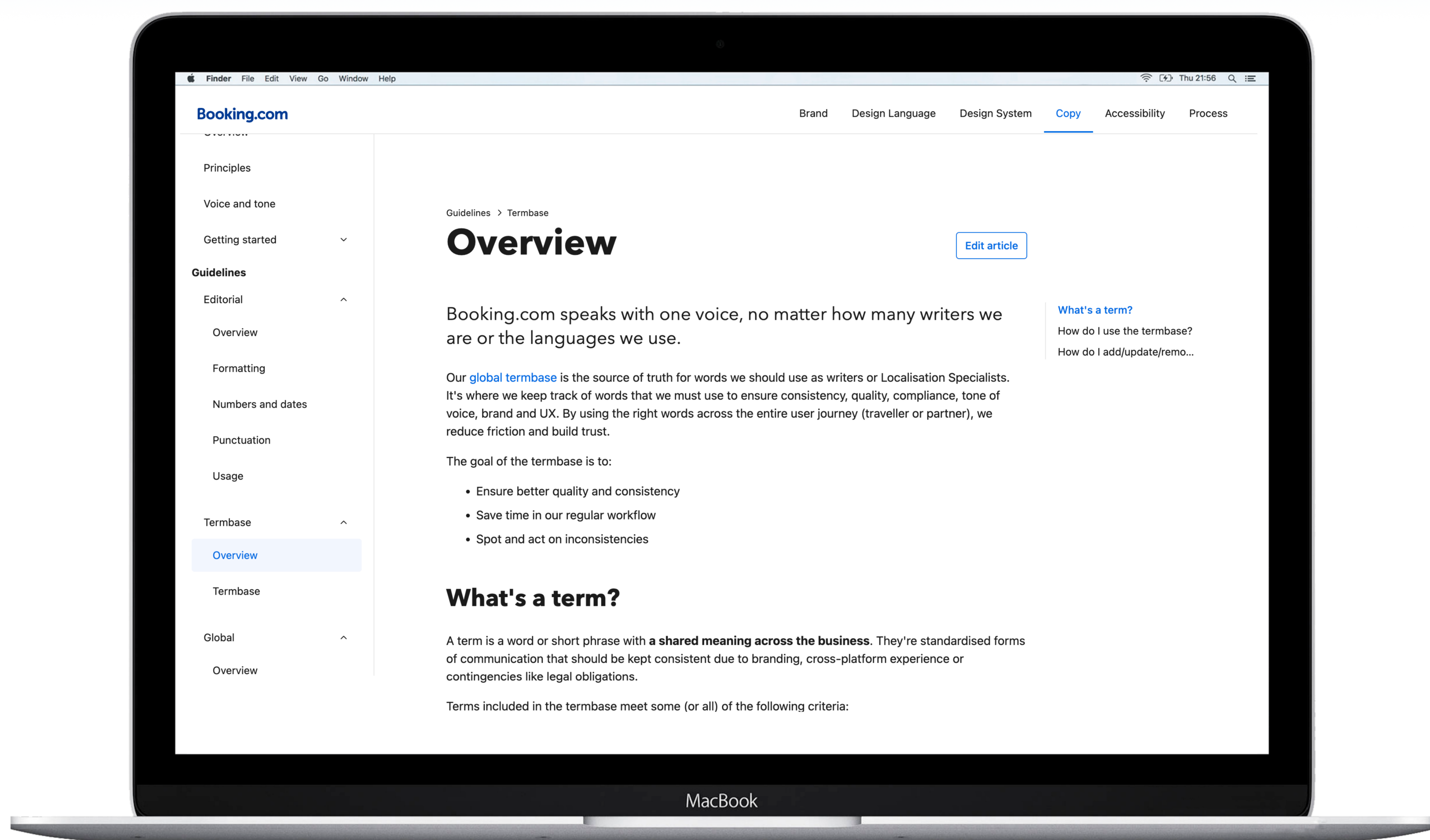
**4+** teams built  
**2017-2021**

## BUI: Booking UI (2017)

- Led a team to audit 146 components
- Created new content guidelines for all components in the UI kit
- Rolled out and socialised
- **Standard for 200+ designers**

## Copy@Booking (2017-21)

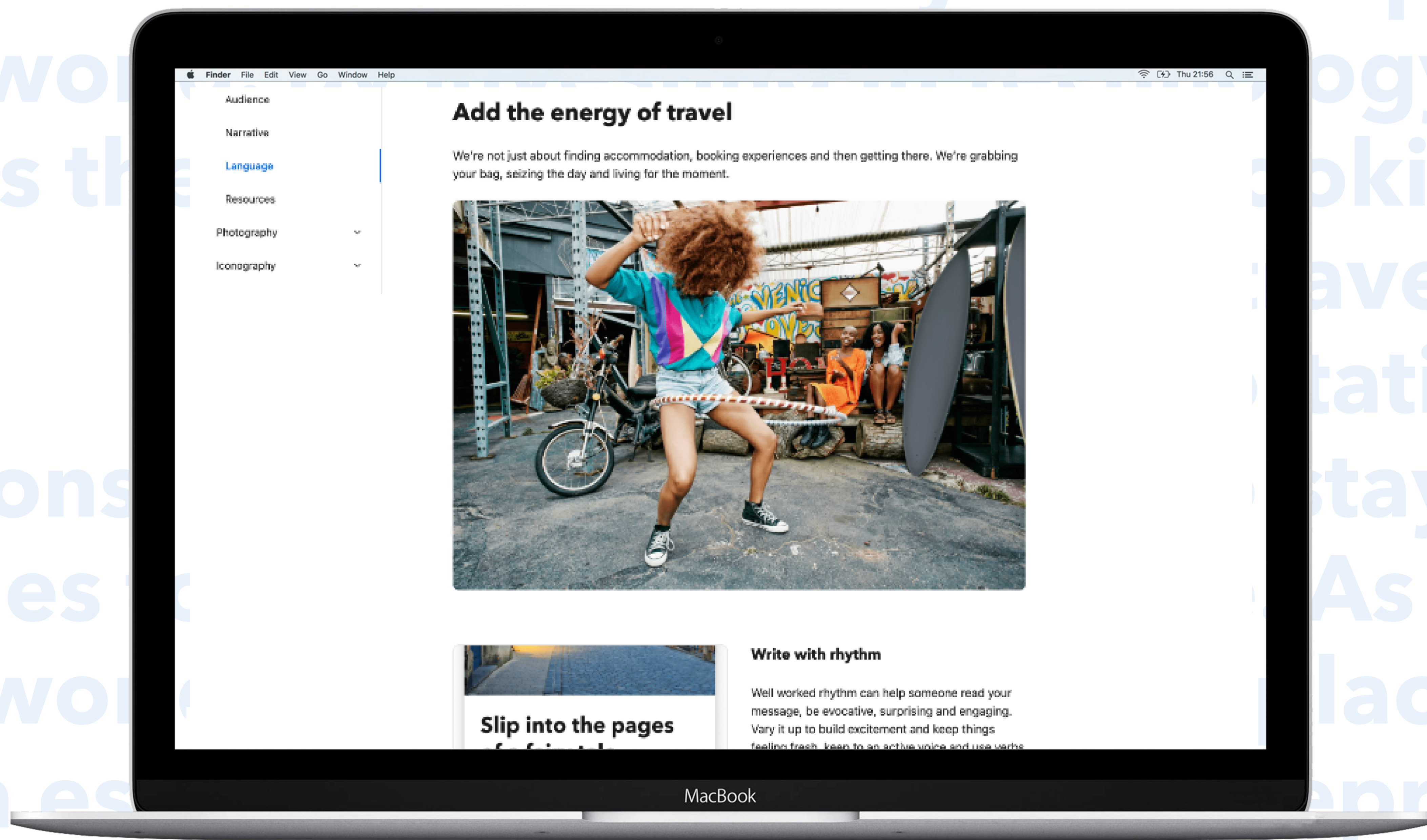
- Built and led a team from scratch
- Revised old guidelines and designed new resources for legal, persuasion, editorial, termbases, and all content-first thinking.
- **Central resource for 80+ writers**



Founded in 1996 in Amsterdam, Booking.com has grown from a start-up to one of the world's largest travel companies (NASDAQ: BKNG), Booking.com's mission is to make it easier for everyone to experience the world. Booking.com is a technology that helps travelers to find the best accommodation options and homes for rent. Booking.com offers more than 28 million listings, including hotels, apartments, and other unique places to stay. Wherever you go, Booking.com makes it easy and fun to support your travel plans.

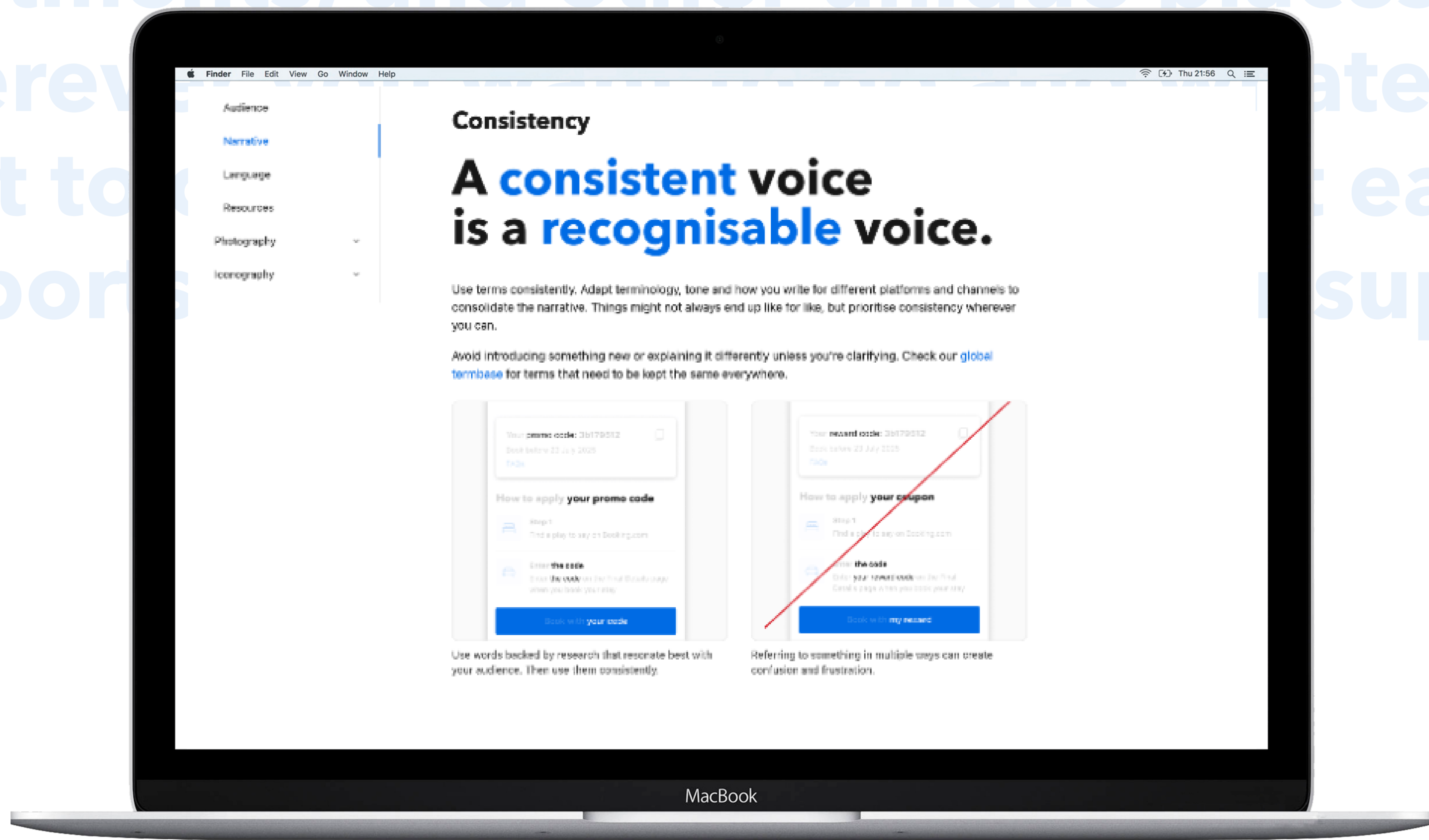
## Design Language (2020)

- Created and led a senior writing team
- Designed components for audience, voice, tone, language, narrative
- Co-editors on all design components
- **Standard for 80+ content designers, 200+ designers, 150+ product teams**



## Project goals

To translate Booking's brand identity and centralise design thinking. I brought in two senior craft experts to plan our core ingredient and lead editing globally. We wrapped up in 2021 by releasing to the whole company, and began socialisation helping different areas test the new language and bring it to life.



of travel, Booking.com seamlessly connects experiences, a variety of transportation options and places to stay - from homes to hotels, and