

Leonardo Broilo

Novo Hamburgo / Brazil

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Portfolio: www.leobroilo.com

SUMMARY

Senior UX/UI Designer with 16+ years of design experience, the last 7+ focused on UX/UI and Product Design. I enjoy collaborating to solve design challenges and create user-centric digital experiences that achieve results

Proven track record of:

- Leading the design and implementation of successful design systems, enhancing product consistency and efficiency.
- Conducting impactful user research and testing to inform data-driven design decisions and iterative improvements.
- Collaborating effectively with cross-functional teams, including developers, to translate business goals into intuitive and accessible user interfaces.
- Communicating design decisions effectively and providing constructive feedback on implementations, ensuring a high-quality user experience.

My expertise spans a wide range of UX/UI disciplines, including:

- **Research:** User interviews, surveys, usability testing
- **Design:** Wireframing, prototyping, interaction design, visual design
- **Delivery:** Design systems, documentation, accessibility audits

Proficient in Figma, Adobe Creative Suite, and Agile methodologies. Proficient in HTML/CSS for effective collaboration with development teams.

I'm always eager to learn and stay ahead of the curve in the ever-evolving world of UX/UI design. Let's connect and discuss how I can contribute to your team's success!

Portfolio: <https://leobroilo.com/>

(DM for access to restricted projects)

WORK EXPERIENCE

02/2024 – present

Senior UX/UI Designer At StageGlass (via Micro1)

As a Senior UX/UI Designer allocated at StageGlass, a cutting-edge startup specializing in 3D environments for interior design, I play a crucial role in shaping the company's innovative solutions. My responsibilities include designing user-friendly interfaces, translating those into immersive 3D environments using Unreal Engine and Tailwind, and creating crucial design deliverables such as Sitemaps, User Flows, Wireframes, and Interactive Prototypes.

Working in close collaboration with engineers and 3D artists, I create interactive experiences that seamlessly marry 2D interfaces with 3D spaces, catering to our clients' specific needs. I also developed the first real user interface for our product launch, marking a significant milestone for the company. Additionally, I'm currently developing the company's first-ever Design System, aiming to improve design coherence and streamline our design processes.

I also conduct regular user testing of our 3D environments, analyzing the gathered feedback to iterate and refine our designs for optimal usability and accessibility. The Handoff Specifications I produce ensure smooth transitions from design to development. This role provides a unique opportunity to leverage my extensive UX/UI design expertise within an emerging interior design industry context.

Skills: User Experience (UX) · User Interface Design · UX Research · Software as a Service (SaaS) · Product Design · Figma · Design Leadership · UX Research

03/2022 – 02/2024

Senior UX/UI Designer At NT CONSULT

Senior UX/UI Designer in an insurance area B2B SaaS Enterprise in the US, working remotely with a global team.

I develop comprehensive Sitemaps, User Flows, Wireframes, Interactive Prototypes, and Handoff Specifications. In addition, I employ user testing and metrics analysis to drive data-driven decision-making for our design solutions. As a result, I can ensure that our products meet and exceed user expectations, leading to increased customer satisfaction.

In this role, I have taken on the responsibility of creating and leading the implementation and expansion of the first Design System for the company, which has enabled me to deliver consistency and coherence across all our product offerings.

One of my key responsibilities is to provide guidance and mentorship to other designers in my team. I have also taken

on the responsibility of interviewing and evaluating applicants for new designer positions on our team. This involves assessing their skills, experience, and qualifications, as well as their fit with our company culture and values.

Some tools used on the job:

- Figma
- FigJam
- DoveTail (user research)
- Agile Methodology (SCRUM)

Skills: User Experience (UX) · User Interface Design · UX Research · Software as a Service (SaaS) · Product Design · Figma

09/2021 – 02/2022

Product Designer
At D1 | SMARKIO, São Paulo, SP

Responsible for UX/UI Design for 5 product development teams, focusing on user experience. Developing wireframes and prototypes from user stories and business rules using kanban and agile methodologies.

Also developed and maintained the design system, and responsible for doing usability testing.

Skills: User Experience (UX) · User Interface Design · UX Research · Software as a Service (SaaS) · Product Design · Figma

06/2021 – 09/2021

UX/UI Designer
At Testing Company, Novo Hamburgo, RS

Acting as a facilitator in the implementation of the agile methodology for a consistent digital product outcome focused on providing the best possible user experience, delivering the most favorable solution while following all project parameters from the stakeholders.

Product Discovery stage, with collective processes while also performing UX Research functions, such as interviews and surveys. In addition, I worked in the UX Design stage on benchmarking, user analysis, low and high fidelity wireframes and prototyping.

01/2018 – present

Cultural Producer (activism)
At Outro Mundo Acontece, Novo Hamburgo, RS

- Production of independent online and offline music and arts events;

- Development of advertisement campaigns and related graphic material;
- Audio and video editing and technical equipment operation.

02/2017 – 06/2021

**UX/UI Designer / Visual Designer
As Freelancer**

Acting as UX/UI Design performing: Benchmarking, user analysis, wireframes, prototyping and some HTML and CSS. Also with experience in the Product Discovery stage and performing UX Research functions such as interviews and surveys. I worked with the development of several graphic pieces for printing, with final art, and digital materials (social networks, mobile apps, websites, banners, campaigns, advertisements); Web Design; UI / UX Design; Video Capture and Editing; Photography;

Tools:

- Adobe Creative (Adobe XD, Photoshop, Illustrator, After Effects, Premiere, Lightroom, Indesign);
- Figma;
- Agile Methodology;

01/2017 – 02/2017

**Graphic Designer
At STELLA - Bright Ideas, Sapiranga, RS**

Creation of advertisement pieces and packaging arts.

04/2016 – 10/2016

**Graphic Designer
At Takemidia, Novo Hamburgo, RS**

Creation of advertising pieces and Artwork Finalization.

01/2015 – 12/2015

**Internship in Graphic Design
At ProTarget, Novo Hamburgo, RS**

Creation and completion of online and offline arts.

EDUCATION

2010 - 2016

Bachelor's Degree in Design at Feevale University (Novo Hamburgo/RS)

ADDITIONAL

Fluent English, Communicative, Leadership Skills, Conflict

SKILLS

Solver, Empathic.

COURSES

- Positive psychology: authentic leadership from personal strengths (Feb/23)
- IT Governance: Service Demand Management (Dez/22)
- Product UX: Monitor, Measure and Test your Designs - (Nov/22);
- UX - Practical Methodologies for Designers - (Oct/22);
- Handoff: Documenting Project Delivery - (Jun/22);
- Design Sprint 2.0 - (Feb/22);
- Digital Product Management: Product vs. Project - (Feb/22);
- Lean Inception: Method for Defining MVPs - (Feb/22);
- Figma: Working on building a Design System - (Jan/22);