



Leandro de Medeiros

Senior Product Designer

Details

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Date / Place of birth

16/09/1980
Brasilia - DF

Nationality

Brazilian

Driving license

B

Links

[LinkedIn](#)

[Personal website](#)

[Other \(Behance\)](#)

Skills

Prototyping



Wireframing



Sketch



Figma



Adobe XD



Profile

I am a Product Designer with 20 years of experience in technology companies, focusing on product design and development roles. My academic background provides me with a nuanced perspective on the impacts of the products I contribute to. Currently, I am honing my expertise in Product Management and Digital Marketing.

Employment History

Senior Product Designer, TOTVS

Apr 2023 – Dec 2023 Goiânia

At TOTVS, the largest tech company in Brazil, I worked as a Senior Product Designer. My responsibilities included leading discovery efforts and setting design and usability standards for Winthor, one of the company's flagship products. I engaged in extensive research and customer-based prototype testing, contributing significantly to defining the product's visual identity, component creation, and refining business strategies to improve the overall product experience. My key contributions included:

- Defining the information architecture structure, abstracting to create data presentation models, segmenting contexts, and enhancing usability.
- Defining the product's visual style, creating components from the simplest to the most complex using Atomic Design principles.
- Developing low, medium, and high-fidelity prototypes for validation with users and stakeholders.
- Conducting user interviews and testing sessions.
- Contributing to the promotion of a design-oriented culture within the company.

Senior UX Designer, G4F

Jan 2023 – Mar 2023 Goiânia

At G4F, a firm focused on Digital Transformation, strategy, and innovation, situated at Goinfra (Goiana Agency of Infrastructure and Transport), I focused on fostering a Design culture. My responsibilities included adapting methods, strategizing, discovering products, and offering innovative solutions. Key highlights during my time at the company:

- Participation in defining product strategies.
- Conducting technological prospecting.
- Discovery and validation of hypotheses.
- Test solution proposals.
- Conducting usability assessments.
- Implementing methodologies to promote Design culture.

UX Designer , LG Lugar de Gente

2010 – 2022 Goiânia

Adobe Illustrator



Adobe Photoshop



Languages

Portuguese (Brasil)




English



At LG Lugar de Gente, a prominent Brazilian company with over 30 years of market presence and leading payroll software, I played a crucial role for 11 years. My contributions involved:

- Transforming products with Design Thinking,
- Team assembly and training;
- Instilling design principles into the company's culture.


Information Architect , Espaço ID / Giacometti e Associados Comunicação

2010 — 2010  Goiânia

At Giacometti, a renowned advertising agency partnered with its digital arm, Espaço/ID, I held a significant role in shaping user experience design projects. My primary responsibilities included:

- Designing wireframes,
- Designing prototypes
- Create other deliverables for the development team.

Information Architect , Agencia I3

2010 — 2010  Goiânia


While at I3, an advertising agency known for its innovative DNA and distinct business model, I specialized in interactive projects for various devices, such as totems and interactive tables. Subsequently, I furthered my knowledge in User Experience.

UI Designer / Front-end Developer , Handcom

2009 — 2010  Juiz de Fora

At Handcom, a software company providing retail solutions, I worked as a Front-end Developer and UI Designer, contributing to websites, web applications, and an RFID tracking product developed by the company.

UI Designer , Organizações Paulo Octávio

2004 — 2007  Brasília


At Paulo Octavio, a real estate company, I served as a User Interface Designer, managing the company's website, content updates, digital advertising materials, and hotspots.

Education


PUC Minas, Graduate student in Digital Marketing

2022 — Present  Online

PM3, Product Management Training

2022 — Oct 2023  Online

Estácio de Sá, B.Sc in Internet Systems

2020 — 2022  Goiânia

Courses

Digital Transformation, FGV

2022 – Present

UX Design Bootcamp, Aldeia Academy

2022 – Present

Product Metrics, Product Arena

2021

UX Research, Udemy

2021

English, EF Education First

2018

English, FISK

1990