

Leonardo Almeida

Product Designer

Always curious. Always learning. Self-entitled jack of all trades (and thankfully, master of a few).
Currently in love with ThreeJS, design systems, and building gundams.

Experience

Product Designer at *Hexaware*

08/2022 - present

- Current member of the culture crew.
- Designed concepts for RFIs and RFPs.
- Shared learnings and findings during Share & Lunch sessions.

Product Designer at *LSEG (through Hexaware)*

09/2022 - 07/2024

- Worked on the expansion of LSEG's design system.
- Developed a structured contribution model and an auditing guideline, increasing component adoption and decreasing detachment.
- Worked on the redesign of LSEG's employee experience home page, later shortlisted for the IoIC awards.
- Helped with the implementation of new ways-of-working for the design team.

Product Designer at *Be - Bilingual Education*

06/2020 - 03/2022

- Successfully designed and launched Beyond, a mix between LMS and CMS, Be Education's own platform used by over 38.000 students daily.
- Created a component library to be used in future expansion of Beyond.

UX Designer (graduation internship) at *Gemeente Haarlem*

02/2021 - 06/2021

- Worked with Innovation and Social Research teams to help Haarlem residents keep track of their benefits.
- Delivered designs for benefit overview, messaging and document upload, and appointment request screens.

Digital Transformation Designer at *Digital Society School*

09/2019 - 01/2020

Worked in a multidisciplinary team to bring better work dynamics to the Dutch print industry. As a team, we:

- Created MINDSET SHIFT, a toolkit of techniques, aimed at print houses who would like to improve how they run projects and teams.
- Designed interfaces for the A&O Hub, an app where designers can find the most suitable print houses and paper for their projects.

Product Manager (founding member) at *Mind Makers*

01/2016 - 09/2018

- Co-authored 20+ educational booklets, used in classrooms by over 100.000 students in Brazil.
- Developed educational content in form of a curriculum for students aged 6 and up.
- Taught children problem solving and computer science, all in a project based learning model.

Skills & Tools

UX: Design Systems strategy, Wireframing, Figma prototyping, Customer journey maps, Workshop facilitating, User stories, Product design, Information architecture, User flows, WCAG, Design thinking

Visual: UI design, Illustrator

Programming: JavaScript, HTML, CSS, Python, APIs/JSON

Creative coding: Three.js, p5.js, Arduino, Electronics

Education

B.Sc. User Experience Design

The Hague University of Applied Sciences

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Portfolio leleo.com.br

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