Leo Succar-Ferré
Software Designer

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Skills

- Product Design
- Design Systems
- Communication/graphic Design
- Figma, Sketch
- Photoshop, Illustrator
- Webflow, Framer
- HTML, CSS

Education

Emerson College   Boston, MA

Bachelor of Arts: New Media

- Interactive Media Development
- Concept Development
- Media Criticism and Theory
- New Media Business
- History and Aesthetics of Media

Bachelor of Science: Integrated Marketing Communications (IMC), Advertising and Public Relations

- Writing for Marketing
- Research Methods, Statistics
- Media and Campaign Planning

Other Clients and Employment:

- WERS Radio
- Biscayne Nature Center
- Sapient
- A2A Media
- The Creative Group
- Mako Surgical
- Apptigo
- Lexody

Plasmic   2020–Present, Remote
Founding Designer

- Visual design of every interface and workflow for a no/low-code graphical (GUI) design and development tool, including branding.
- Global team of over 14 Engineers.

Facebook   2018–2020, Menlo Park, CA
Product and Design Systems Designer   xDesign + Core Systems

- Customer interview-driven design of an expansive AWS-like suite.
- Implementation of a new React-based Design System and a total visual reshaping of Internal Tools interfaces, including branding.
- Cross-company design services for various short-term, high-impact, often unassociated projects.
- Introduced and extended Figma to internal-facing design teams.
- Close collaboration with countless PMs, Engineers, and Designers.

Sourcegraph   2017–2018, San Francisco, CA
Lead Product and Visual Designer

- User research interviews, storyboarding, wireframing, iconography, and high-fidelity visual workflows and prototypes.
- Marketing, sales, and growth project's design and development.
- Close collaboration with a small team of Engineers.

Zenefits   2016, San Francisco, CA
Senior Product Designer

- Management of design requests and deliverables for 1 internal- and 3 customer-facing products, including large Payroll and PTO apps.
- Extensive candidate interviews, hiring, and team growth/training.
- Close collaboration with many PMs, Engineers, and Designers.

SeamlessDocs/SeamlessGov   2014–2015, Wynwood, Miami, FL
Senior Front-end Designer

- Complete UI/UX overhaul using Google's Material Design guidelines.
- Responsible for wireframing, mockups, rapid prototyping, and implementation of responsive and performant UI, typography, animations, with comprehensive style guides.
- Component-based design and front-end using Ember, Sass, BEM, SVGs, and reusable form, element, state, and validation standards.