



Leo Succar-Ferré

Designer

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@leosuccarferre

Skills

- Product, Software Design
- Web Design, Development
- Design Systems
- Visual, UI Design
- Communication, Graphic Design
- Figma
- Framer, Webflow, Toddle
- Photoshop, Illustrator
- HTML, CSS, Tailwind, Radix

Education

Emerson College Boston, MA

Bachelor of Arts: New Media

Bachelor of Science: Integrated Marketing Communications (IMC)

Concentration: Political Science

Other Work:

- Sapient (now Publicis Sapient)
- Mako Surgical (now Stryker)
- Internal.io
- Apptigo
- Lexody
- WERS Radio
- Biscayne Nature Center
- A2A Media
- Caya Music
- Ferré for US Senate
- Inktel

Senior Product & Design Systems Designer

BitGo

2023–Present, Remote

- User feedback and data-driven workflows, architecture, and conventions for new financial products, including trading, settlements, and onboarding.
- Upgrading, extending, iterating, documenting, and maintaining a large, variable-heavy atomic design system, including layouts, patterns, and content.
- Together with a team of 3 other designers to ~20 PMs and engineers.

Founding Designer

Plasmic

2020–2023, Remote

- Every interface, component, and workflow for a multi-surface, low-code visual design and development tool, including some implementation and branding.
- Supported a growing, global team of over 14 engineers.

Product & Design Systems Designer

xDesign & Core Systems

Facebook (now Meta)

2018–2020, Menlo Park, CA

- Customer interview-driven designs of an expansive suite of complex developer tools supporting Instagram, WhatsApp, Oculus, and all other company products.
- Implemented a new React-based design system organization-wide with a total visual reshaping of most internal tools and products, including some branding.
- Cross-company product design and design systems application for various short-term, high-impact, often unassociated projects and products.
- Introduced and extended Figma to internal-facing design teams.
- Collaborated closely with countless PMs, engineers, designers, and managers.

Lead Product Designer

Sourcegraph

2017–2018, San Francisco, CA

- User research interviews, storyboards, wireframes, custom icons, and various-fidelity workflows and prototypes for progressive web app, browser and text editor extensions, and marketing, sales, growth-led projects.
- Design team of mostly myself to a small team of engineers and founders.

Senior Product Designer

Zenefits (now TriNet)

2016, San Francisco, CA

- Managed all requests and deliverables for 1 internal and 3 customer-facing products, including large payroll and PTO SaaS web applications.
- Contributed to extensive candidate hiring, team growth, and training.
- Small design team working with numerous PM and engineering teams.

Product Designer

SeamlessDocs (now GovOS)

2014–2015, Miami, FL

- Wireframes, mockups, rapid prototypes, and production-ready, responsive and accessible UI, typography, transitions with comprehensive style guides.
- Component-based design and front-end using Ember, Sass, BEM, SVGs, and reusable form, element, state, and validation standards.