

Leo Succar-Ferré

Product Designer

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Skills

- Product, Software, App Design
- Design Systems
- Visual, UI Design
- Graphic, Communication Design
- Figma, Framer, Webflow, Photoshop
- HTML, CSS, Web Design, Development

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)

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

Other Clients/Employment:

- WERS Radio
- Sapient
- A2A Media
- Mako Surgical
- Apptigo
- Lexody
- BitGo

Founding Designer

Plasmic, 2020–Present, Remote

- All interfaces and workflows for a multi-surface, no/low-code graphical (GUI) design and development tool, including development and branding.
- Major in-product development of customer-facing UI, including variants, states, interactions, and extensive testing and iterating.
- Designs supporting a global team of over 14 engineers.

Product and Design Systems Designer

Meta/Facebook, Core Systems, 2018–2020, Menlo Park, CA

- Customer interview-driven design of an expansive AWS-like suite.
- Implementation and support of a new React-based design system with a total visual reshaping of most internal tools and products, 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 over 20 PMs, engineers, and designers.

Lead Product and Visual Designer

Sourcegraph, 2017–2018, San Francisco, CA

- User research interviews, storyboarding, wireframing, iconography, and high-fidelity visual workflows and prototypes.
- Marketing, sales, and growth project's design and development.
- Design team of mostly myself to a small team of engineers.

Senior Product Designer

Zenefits, 2016, San Francisco, CA

- Management of all requests and deliverables for 1 internal and 3 customer-facing products, including large Payroll and PTO web applications.
- Extensive candidate interviews, hiring, and team growth/training.
- Small design team working with many PM and engineering teams.

Product Designer

SeamlessDocs + SeamlessGov, 2014–2015, Miami, FL

- Complete UI/UX overhaul using Google's Material Design system.
- Responsible for wireframing, mockups, rapid prototyping, and implementation of responsive and performant UI, typography, animations, with styleguides and documentation.
- Component-based design and front-end using React, Sass CSS, BEM, SVGs, and rigorous accessibility standards.