Leo Succar   leo.dev   leo@leo.dev   @leosuccarferre

Product Designer experienced in systems and tools, focused on AI-first workflows, crafting design systems and end-to-end experiences across web and native.

Meta
Product Designer (Contract)
2024 – Present, Remote
Multi-profile Experiences

- Documented problems, architectures, patterns, and end-to-end workflows for Facebook's cross-platform push and in-app notifications from users' additional—often professional—profiles across diverse use cases.
- Partnered on web and native interface design for managing multiple profile roles and types.

BitGo
*Sr. Product and
Design Systems Designer*
2023 – '24, Remote

- Worked with 5 designers and many more PMs/engineers to collect user feedback and deliver data-driven interface and workflow designs for innovative financial products, including onboarding, dashboards, trading, and global transactions.
- Upgraded, extended, iterated, documented, and maintained a large, variable-heavy atomic design system, including layouts, templates, patterns, and content.

Plasmic
Founding Designer
2020 – '24, Remote

- Supporting a global team of 14+ engineers, I designed every interface, component, and workflow for a multi-surface, low-code visual design and development tool, including feature ideation, product management, documentation, templates, implementation, and branding.

Facebook
*Product and
Design Systems Designer*
2018 – '20, Menlo Park, CA
xDesign, Core Systems

- Directed customer interview-driven designs of an expansive suite of complex developer tools supporting Instagram, WhatsApp, Facebook, Oculus, and more.
- Spearheaded a unifying React-based design system company-wide with a visual and UX reshaping of internal tools and products, including some branding.
- Collaborated closely with PMs, engineers, designers, and managers on cross-company, high-impact, often unassociated systems, tools, and products.
- Introduced, championed, and extended Figma to internal-facing design teams.

Sourcegraph
*Sr. Product and Visual
Designer*
2017 – '18, San Francisco, CA

- Mostly a solo designer to engineers and founders, I led design strategy, user interviews, explorations, custom icons, flows, and prototypes for an app and Chrome/VS Code extensions that allowed large developer teams to search and manage their company codebases—along with branding, sales, and growth-led projects.

Zenefits
Product Designer
2016, San Francisco, CA

- Delivered designs for 1 internal and 3 customer-facing core products, including new, comprehensive employee payroll and PTO SaaS web applications while contributing to extensive candidate hiring, team growth, and training.

Other experience

- SeamlessDocs/Gov
- WERS Emerson Radio
- Mako Surgical
- Biscayne Nature Center
- Sapient
- Political campaigns

Emerson College
Boston, MA

- Bachelor of Arts, New Media
- Bachelor of Science, Integrated Marketing
- Concentration, Political Science

Skills and Tools

- Product, Software, Visual, UI Design
- Design Systems, Design Engineering
- Web Design and Development
- Communication, Graphic Design
- Figma, Framer, Webflow, Photoshop
- HTML, CSS, Tailwind, ShadCN UI