



# Leo Succar

Product Designer

leo.dev   leo@leo.dev   @leosuccarferre

## Plasmic

Founding Designer

2020 – Present, Remote

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

## BitGo

Product and

Design Systems Designer

2023 – '24, Remote

- User feedback and data-driven workflows, architecture, and conventions for cutting-edge financial products, including onboarding, dashboards, trading, and transactions.
- Upgrading, extending, iterating, documenting, and maintaining a large, variable-heavy atomic design system, including layouts, templates, patterns, and content.
- Aligning with a team of 4 other designers to ~30 PMs and engineers.

## Meta

Teams: xDesign, Core Systems

Product and

Design Systems Designer

2018 – '20, Menlo Park, CA

- Customer interview-driven designs of an expansive suite of complex developer tools supporting Instagram, WhatsApp, Facebook, Oculus, and all other company products.
- Spearheading a new unifying React-based design system organization-wide with a total visual and UX reshaping of most internal tools and products, including some branding.
- Cross-company product design and design systems application of various high-impact, often unassociated tools and products.
- Introducing, championing, and extending Figma to internal-facing design teams.
- Collaborating closely with countless PMs, engineers, designers, and managers.

## Sourcegraph

Sr. Product and Visual Designer

2017 – '18, San Francisco, CA

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

## Zenefits

Product Designer

2016, San Francisco, CA

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

## Other

- SeamlessDocs / SeamlessGov
- WERS Radio
- Sapient
- HistoryMiami Hackathon 2014, 2nd place
- Mako Surgical
- Biscayne Nature Center
- Lexody
- Various successful political campaigns

## Emerson College

Bachelor of Arts, New Media

Boston, MA

- Interactive Media Development
- Concept Development
- Media Criticism, Theory, and History
- Writing for Business and Marketing
- Research Methods, Statistics
- Media and Campaign Planning

## Skills and Tools

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