| Leo Succar-Ferré  Product Designer  (786) 478-1627  [leo@leo.dev](mailto:leo@leo.dev)  <https://leo.dev>  [@leosuccarferre](https://twitter.com/leosuccarferre)  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, 2020–2023, Remote   * All interfaces and workflows for a multi-surface, no/low-code design and development tool, as well as branding, web design, and development. * Major in-product development of customer-facing UI, including component compositions, variants, states, interactions, with rigorous testing and iterating. * 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. * Helping implement and support a new React-based design system, completely revamping most internal tools and products. * Providing cross-company design and branding services for many short-term, high-impact, often unassociated projects. * Introducing and extending 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. * Implementing cross-functional projects encompassing product, marketing, sales, and growth across the organization. * Design team of mostly myself to a growing team of engineers.   Senior Product Designer  Zenefits, 2016, San Francisco, CA   * Managing all design requests and deliverables for one internal and three customer-facing products, including large Payroll and HR web apps. * Candidate interviewing, hiring, and team growth and 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. * Overseeing of wireframes, mockups, rapid prototypes, and responsive, high-performance interfaces, including style guides and documentation. * Component-based design and front-end using React, Sass CSS, BEM, SVGs, and rigorous accessibility standards. |
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