**Leo Succar**

[leo.dev](https://leo.dev) | [leo@leo.dev](mailto:leo@leo.dev) | [@leosuccarferre](https://twitter.com/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.

Experience

**Meta**

Product Designer (Contract) | 2024 – Present, Remote

Team: 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

Team: 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.

Education

**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