| **Leo Succar-Ferré**  Designer  (786) 478-1627  [leo@leo.dev](mailto:leo@leo.dev)  <https://leo.dev>  [@leosuccarferre](https://twitter.com/leosuccarferre)  Skills   * Product, Software Design * Design Systems * Web Design, Development * Visual, UI Design * Communication, Graphic Design * Figma * Framer, Webflow, Toddle * Photoshop, Illustrator * HTML, CSS, Tailwind, Radix   Education  Emerson College, Boston, MA  Bachelor of Arts: New Media  Bachelor of Science: Integrated  Marketing Communications (IMC)  Concentration: Political Science  Other Work:   * Sapient (now Publicis Sapient) * Mako Surgical (now Stryker) * Internal.io * Apptigo * Lexody * Biscayne Nature Center * A2A Media * Caya Music * Ferré for US Senate * Inktel | Senior Product & Design Systems Designer  BitGo, 2023–Present, Remote   * User feedback and data-driven workflows, architecture, and conventions for new financial products, including trading, settlements, and onboarding. * Upgrading, extending, iterating, documenting, and maintaining a large, variable-heavy atomic design system, including layouts, patterns, and content. * Together with a team of 3 other designers to ~20 PMs and engineers.   Founding Designer  Plasmic, 2020–2023, Remote   * Every interface, component, and workflow for a multi-surface, low-code visual design and development tool, including some implementation and branding. * Supported a growing, global team of over 14 engineers.   Product and Design Systems Designer  Meta/Facebook, Core Systems, 2018–2020, Menlo Park, CA   * Customer interview-driven designs of an expansive suite of complex developer tools supporting Instagram, WhatsApp, Oculus, and all other company products. * Implemented a new React-based design system organization-wide with a total visual reshaping of most internal tools and products, including some branding. * Cross-company product design and design systems application for various short-term, high-impact, often unassociated projects and products. * Introduced and extended Figma to internal-facing design teams. * Collaborated closely with countless PMs, engineers, designers, and managers.   Lead Product and Visual Designer  Sourcegraph, 2017–2018, San Francisco, CA   * User research interviews, storyboards, wireframes, custom icons, and various-fidelity workflows and prototypes for progressive web app, browser and text editor extensions, and marketing, sales, growth-led projects. * Design team of mostly myself to a small team of engineers and founders.   Senior Product Designer  Zenefits, 2016, San Francisco, CA   * Managed all requests and deliverables for 1 internal and 3 customer-facing products, including large payroll and PTO SaaS web applications. * Contributed to extensive candidate hiring, team growth, and training. * Small design team working with numerous PM and engineering teams. |
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