

# Leonardo Betti

Designer

NW2  
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## Contact

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## Summary

I am a digital designer specialising in user experience design, brand identity and design systems. I research users, build prototypes, solve problems & create finished visuals. Also, I develop user interfaces to make them efficient and enjoyable to operate. Flexible, dedicated, driven, assertive and organised, with a proactive attitude and leadership skills.

## Experience

### UI/UX Designer at FSB Tech

04/2021 | present

Responsible for creating various User Interface designs (and prototypes) and graphics on multiple products and platforms while maintaining the company brand. Planning and designing the Product Strategy, User Experience (UX), Layout/Functionality to User Interface design (UI), layout, high-end visual styling and graphic asset creation. Building and iterating prototypes drawing on feedback from user testing. Producing assets and design deliverables for the development teams.

### Digital Designer at NS Media Group | GlobalData

04/2019 till 04/2021

Working alongside the Design & Development team in London, US and India to help design visual assets for ongoing marketing online initiatives. My key responsibilities include designing a growing range of visual identities and brand designs for small to national/global organisations and taking care of the Media Packs and Pitch Decks. Also, developing UI/UX design strategies for external customers to improve their experience and increase sales.

### Graphic Designer at The Business Debate

06/2016 till 08/2016 (fixed term contract)

I created solutions to significantly improve the experience and overall reach of The Business Debate and Parlez-Media brands. My tasks included creating presentations (Media Packs) for marketing campaigns in conjunction with the sales department and improving website usability. Also, create consistency in the graphical layout of print materials, e-mails, marketing campaigns, client proposals, social media posts, pitch decks and presentations.

## Tools

- Sketch
- Figma
- Adobe XD
- Pencil & Paper
- Photoshop
- InDesign
- Illustrator
- Acrobat
- CorelDraw
- Microsoft Office

## Education

- **2010 – Degree in Communication (Journalism)**  
PUC-Campinas (Brazil)
- **2004 – Certificate in IT**  
ETE Rosa Perrone Scavone (Brazil)

## Other Courses

- **Introduction to User Experience Design**  
Georgia Institute of Technology
- **Digital Skills: User Experience**  
Accenture Future Learn
- **Manage a Digital Product**
- **Build a Strong Brand**  
TechNation Digital Business Academy

## Skills

- Prototype / Wireframe
- Competitor Analysis
- Branding
- Visual Design
- User Flow
- Personas
- Presentations
- Typography
- Print Design
- Image Editing
- Social Media
- E-mail Marketing