**Leandro Villaverde**

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Portfolio: <https://lvillaverde.github.io/portfolio/>

Product Designer with 15+ years of experience designing intuitive, high-impact digital experiences across e-commerce, logistics, and SaaS platforms. Skilled in leading design teams, implementing Design Thinking and Lean UX, and collaborating cross-functionally to deliver solutions that align with both user needs and business outcomes. Passionate about design systems, research-based decisions, and scalable interfaces.

**Professional Experience**

**GlobalLogic Latam Buenos Aires, Argentina / Montevideo, Uruguay**

Lead Product Designer Jul 2018 - Present

I lead the design of user-centric mobile and web applications across multiple industries, including Logistics, Payment Solutions, Hydrocarbon Transport, and EdTech.

* Spearheaded product design initiatives using Agile methodologies, ensuring iterative delivery aligned with user needs and business goals.
* Tailored design strategies using Design Thinking and Lean UX, ensuring alignment with user needs and business objectives.
* Conducted user research, usability testing, and heuristic evaluations to drive data-informed design decisions.
* Created wireframes, interactive prototypes, and high-fidelity UI systems using tools like Figma.
* Collaborated closely with product managers, engineers, and stakeholders to deliver scalable and accessible digital products.
* Improved design consistency and efficiency by contributing to design system development and documentation.
* Played a key role in increasing user satisfaction and engagement through intuitive, visually polished interfaces.

**Freelance Projects Buenos Aires, Argentina / Montevideo, Uruguay**

Product and Graphic Designer Jul 2013 - Present

Designed and developed websites, landing pages, marketing emails, mobile UIs, and editorial assets (books, brochures, covers) using the Adobe Creative Suite (Photoshop, Illustrator, InDesign), as well as Figma for UI design.

**Garbarino Group S.A. Buenos Aires, Argentina**

Lead Digital Designer Mar 2007 - Sep 2014

Led and executed design initiatives for leading Argentine e-commerce platforms, evolving from hands-on digital designer to head of the in-house design team.

* Oversaw UX/UI strategy and visual consistency for high-traffic websites, aligning design efforts with business goals and user needs.
* Managed and mentored a multidisciplinary design team, coordinating with developers, marketing, and commercial areas to deliver cohesive digital experiences.  
  Designed and developed microsites, landing pages, marketing emails, and campaign assets for platforms like Clarín, La Nación, Infobae, Yahoo!, Google Display and social media.
* Proposed and implemented tools to improve product discovery, catalog usability, and commercial performance on e-commerce platforms.  
  Maintained and updated site content to ensure accurate product presentation and branding.

**Skills**

**Design**

Design Thinking, Lean UX, Prototyping, Design Systems, Research, User Flow, User Persona, Card Sorting, Empathy Map, Hand Off Documentation.

**Technical**

Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), HTML, CSS, JavaScript, React, GitHub Copilot, Generative IAs.

**Languages**

Spanish (Native), English (Advanced).

**Education**

**ORT University Buenos Aires, Argentina**

Associate Degree in Graphic Design 2008 - 2010

**Escuela Técnica Nº12 Buenos Aires, Argentina**

Technical Degree in Computer Science 2002 - 2007