Leandro Varanda
Interaction Designer

About

Hi I'm Leandro, an Interaction Designer based in Sydney, specialized in Product Interfaces & User Experience.

I started working with digital design about 14 years ago. During most of my time I was focused on trying to understand the man/computer interaction and how to design digital products with an experience that helps people to communicate with the machines.

My Skills

Interaction Design
Create products that enable the user to achieve their objective(s) in the best way possible.

Prototyping
High and Low fidelity mockups on paper, with Fluid UI, Sketch, Invision, Marvel, Principle and Photoshop.

UX & Documentation
Customer Survey Analyzis, Metrics, Wireframes, Sitemaps, Prototypes, User Flows, Personas, A/B testing and User Testing.

Working with Dev Team
High fidelity Delivebles, Agile methods, Guidelines, Knowledge in HTML/CSS, Zeplin, SVGS, Trello, GitHub, Slack and Hipchat.

Education

Impacta University of Technology
Associate Degree, Design of Digital Media 2010-2012

Language

English
Professional working profeciency

Portuguese
Native profeciency

Spanish
Elementary profeciency

Experience

Senior UX Designer at Digital Garden (Digital Agency)

Sep 2017 - Present - Sydney, Australia

Responsibilities
- Developing personas, user stories, and other UX deliverables
- Sketching, wireframing and prototyping solutions to ensure our customers requirements are clearly captured
- Producing design concepts
- Communicating UX & design decisions that were discovered to our design, front-end and back-end development teams at the commencement of each project
- Providing UX & design recommendations based on web analytics, customer feedback and best practices to our existing clients

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Senior Interacion Designer at fluid UI (Prototyping Tool Startup)

May 2016 - Sep 2017 - Dublin, Ireland

Responsibilities
- Defining user models and user interfaces for new and existing products and features.
- Creating high level designs, mockups and prototypes to effectively communicate interaction and design ideas.
- Continuously improving design processes, knowledge sharing tools to measurably enhance productivity and product quality.
- Ensuring that implementation quality meets design requirements.

Head of Design / UX at Agendor (CRM Platform Startup)

Sep 2014 - Dec 2015 - São Paulo, Brazil

Responsibilities
• Translate user needs and business requirements into experiences for desktop, web and mobile.
• Be accountable for the quality, success and delivery of the design, including optimisation and innovation with new features
• Work collaboratively with agile teams made up of product managers, UX designers, researchers & developers, to deliver world class products through research, validation and expert execution
• Develops, communicates, and maintains UI standards and requirements across teams.

Senior Interaction Designer at Geekie (E-learning Startup)

Jan 2013 - Jul 2014 - São Paulo, Brazil

Responsibilities
• Sketching, wireframing and prototyping solutions to ensure our customers requirements are clearly captured
• Producing design concepts
• Communicating UX & design decisions that were discovered to our design, front-end and back-end development teams at the commencement of each project
• Ensuring that implementation quality meets design requirements.

Senior Interaction Designer at Predicta (advertising technology company)

Sep 2010 - Dec 2012 - São Paulo, Brazil

Responsibilities
• Creating high level designs, mockups and prototypes to effectively communicate interaction and design ideas.
• Communicating UX & design decisions that were discovered to our design, front-end and back-end development teams at the commencement of each project
• Develops, communicates, and maintains UI standards and requirements across teams.

Visual designer / UX at Ypsilon 2 (Digital Agency)

Mar 2009 - Aug 2010 - Americana SP, Brazil

Responsibilities
• Working cross-functionally with other creative leadership, designers, developers, merchandisers, and brand teams
• Developing clean and effective graphic templates and style guides
• Optimizing digital images for web

Mid Level Visual Designer at Stockad (Digital Agency)

Nov 2004 - Jul 2007 - Campinas SP, Brazil

Responsibilities
• Sketching and wireframing solutions to ensure our customer's requirements are clearly captured
• Producing design concepts

Webdesigner at Hac Sites (Digital Agency)

Feb 2002 - Oct 2004 - Americana SP, Brazil

Responsibilities
• Develop and follow creative briefs to deliver digital campaigns
• Review briefs and make recommendations based on expertise

Contacts

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