

# Leandro Varanda

## Product Designer specialized in User Experience & Software Interfaces.

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<http://varanda.me>

Product Designer with 15+ years of experience working for startups, digital agencies and large corporations, in Brazil, Ireland and Australia.

I have a variety range of skills, including product design, prototyping, UX, documentation, and strategic planning for product releases. My speciality is creating intuitive interfaces and seamless user flows for digital experiences using various tools like Figma, Invision, Marvel, Principle, Webflow etc. I am also proficient in customer survey analysis, wireframing, sitemap creation, prototyping, A/B testing, and user testing. I collaborate effectively with development teams during the discovery and design handover stages and contribute to the overall success of projects with my strategic mindset and product planning skills.

### Education 🎓

#### Impacta University of Technology (Brazil)

Associate Degree, Design of Digital Media 2010-2012

### Language 🌐

#### English

Professional working proficiency

#### Portuguese

Native proficiency

#### Spanish

Elementary proficiency

# Experience

## **Senior Product Designer at View.com.au (Real Estate Platform)**

Feb 2023 - Present - Melbourne, Australia (Hybrid)

I lead a team of senior designers, conduct prop-tech industry research, oversee front-end and back-end development, and present findings to the leadership team. I work with developers to troubleshoot issues and ensure features are built to my descriptions. Additionally, I create presentations, reports, and pitches for senior leaders.

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## **Senior Product Designer at Domain (Real Estate Platform)**

Feb 2020 - Jan 2023 - Sydney, Australia (Hybrid)

Responsibilities include facilitating workshops with engineers and product managers, planning and conducting user research and usability tests, shaping product development processes, and collaborating with stakeholders to define product strategy and improve user experience.

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## **Senior Product Designer at Expert360 (freelancing Platform)**

Aug 2018 - Jan 2020 - Sydney, Australia (On-site)

The role involves understanding the journey, needs and pain points of customers and users, and collaborating with the product owner, design and development teams to deliver optimised designs that balance customer needs, business goals and implementation realities. The focus is on driving customer and business outcomes through user-centred design, ensuring a high quality of output within agreed delivery timelines.

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## **Senior UX Designer at Digital Garden (Digital Agency)**

Set 2017 - Aug 2018 - Sydney, Australia (On-site)

Responsibilities include developing user stories, and UX deliverables, as well as sketching, wireframing, and prototyping solutions to meet customer requirements. The role also involves producing design concepts and communicating design decisions to the development team at the start of each project.

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## **Senior Interaction Designer at Fluid UI (Prototyping Tool Startup)**

May 2016 - Set 2017 - Dublin, Ireland (Hybrid)

Responsibilities include defining user models and interfaces, creating designs, mockups, and prototypes, improving design processes and knowledge-sharing tools, and ensuring implementation quality meets design requirements.

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

Sep 2014 - Aug 2015 - São Paulo, Brazil (On-site)

Responsibilities include crafting desktop, web, and mobile experiences, ensuring design quality, working with agile teams, and upholding UI standards.

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### **Senior Interaction Designer at Geekie (E-learning Startup)**

Jan 2013 - Jul 2014 - São Paulo, Brazil (On-site)

Responsibilities include developing sketches, wireframes, and prototypes to capture client requirements, and collaborating with design and development teams to communicate UX and design decisions at the start of each project.

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### **Senior Interaction Designer at Predicta (advertising technology company)**

Sep 2010 - Dec 2012 - São Paulo, Brazil (On-site)

Responsibilities include developing high-level designs, mockups, and prototypes that convey design and interaction concepts, and sharing UX and design decisions with development teams at project start for a seamless workflow.

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### **Visual designer / UX at Ypsilon 2 (Digital Agency)**

Mar 2009 - Aug 2010 - São Paulo, Brazil (On-site)

Responsibilities include developing graphic templates and style guides as well as collaborating with other creative teams like designers, developers, merchandisers, and brand teams.

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### **Mid Level Visual Designer at Stockad (Digital Agency)**

Nov 2004 - Jul 2007 - Campinas SP, Brazil (On-site)

Responsibilities include sketching and wireframing solutions to capture customer requirements and producing design concepts.

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