Leandro Varanda

Product Designer specialized in User Experience & Software Interfaces.

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Product Designer with 15+ years of experience working for startups, digital agencies and large corporations B2B and B2C, in Brazil, Ireland and Australia.

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 Atlassian (contract)

Feb 2024 - Present - Melbourne, Australia (remote)

I help lead the UX strategy and design direction for one of our newest and fastest-growing products, Atlas. Atlas is a new kind of teamwork directory that helps teams understand what is happening across their organisation and move work forward faster than ever.

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

Feb 2023 - Jan 2024 - 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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Mobile designer at Terra (Media org - contract)

Jan 2010 - Set 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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