

# Leonardo Denega

Experienced Product Designer crafting user-centric experiences with a focus on research and empathy.

## PORTFOLIO

leodenega.com

## EMAIL

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+351 916012240

## LANGUAGES

### PORTUGUESE

Native

### ENGLISH

Fluent

### SPANISH

Basic

## SKILLS

### METHODOLOGIES

Agile  
Lean UX

### INTERFACE

Wireframing  
Prototyping  
User flows  
Design system  
User testing

### SOFTWARES

Figma  
Adobe XD  
Adobe Illustrator  
Adobe Photoshop  
Webflow/Wordpress

### TECHNICAL

HTML / CSS  
Iconography  
Web3  
Blockchain  
Artificial Intelligence  
Acessibility

### RESEARCH

User research  
Scenario inquiry  
Storyboarding  
Affinity diagrams  
A/B Testing

## EXPERIENCES

EMERGN | SENIOR PRODUCT DESIGNER | LISBON, PT | FEB 2024 – NOW

- Led the end-to-end design process, from user research and discovery through wireframing, prototyping, validation, and developer handoff, delivering user-centered solutions aligned with product objectives.
- Partnered closely with Product Managers, Developers, and stakeholders to define problems, prioritize opportunities, and align user needs with business and technical requirements.
- Built and maintained a scalable design system used across four projects, establishing reusable patterns, components, and design standards that improved consistency and design efficiency.
- Drove design consistency across products by identifying UI inconsistencies, consolidating patterns, and documenting guidelines to create a more cohesive user experience and simplify collaboration across teams.
- Led accessibility improvements across the design system and product interfaces, addressing color contrast and interaction issues to improve WCAG compliance and create more inclusive experiences.
- Created comprehensive design documentation and guidelines, improving knowledge sharing, reducing ambiguity during implementation, and enabling faster onboarding for new team members.
- Collaborated with developers to ensure design system components and accessibility standards were consistently translated into production, bridging the gap between design intent and implementation.

THOMSON REUTERS | UI/UX AND SERVICE DESIGNER | TORONTO , CA | AUG 2022 – OCT 2023

- Researched and categorized company-wide notifications and emails, enhancing content, improving visual templates, and successfully reducing email volume sent to clients by 34%.
- Led cross-functional teams to create streamlined Service Blueprint documents for the accountability module. Resulting in enhanced app organization and efficiency.
- Created and presented wireframes, prototypes, style guides, user flows, and UX guidelines for the B2B2C platform to engage internal and external stakeholders.
- Enhanced the design system by updating components, creating patterns, and developing a comprehensive Writing and Content manual.

UMBLER | WEB DESIGNER | GRAVATAI, BR | MAY 2020 – AUG 2022

- Designed user flows and high-fidelity prototypes for Umler's B2C platform, benefiting over 50,000 users and contributing to a 15% increase in user satisfaction.
- Utilized wireframe and prototyping tools to enhance user-friendly desktop and mobile designs, including an email marketing feature, leading to better user conversion rates.
- Designed a new mobile app sign-in and login onboarding, boosting user engagement by 25% through enhanced usability and improved user experience.
- Achieved outstanding results in cross-functional teams, driving success in hosting, email, and WhatsApp features within the dynamic startup environment.

MANIFEST STUDIOS | FREELANCER PRODUCT DESIGNER | MISSOURI, US | JAN 2018 – MAY 2020

- Designed user-centric applications applying Design Thinking principles for diverse use cases, including an ad manager for Macy's.
- Established two startup-focused design systems, ensuring graphical consistency across all products while adhering to token organization principles.
- Utilized visual user flow charts and mind maps to analyze user needs, craft optimal solutions, and effectively communicate results to stakeholders.
- Enhanced usability and user experience in marketplace and SaaS platforms.

FREELANCER | GRAPHIC DESIGNER | LAS VEGAS, NV | NOV 2016 – DEC 2017

- Designed a variety of branding elements — logos, brand identities, brochures and more — at House of Signs. I applied technical knowledge of printing and color skills to ensure accurate and vibrant designs.
- Transformed client visions into cohesive brand identities and complementary materials.
- Used advanced printing techniques and color expertise for optimal visual impact at House of Signs.
- Created captivating marketing materials such as stickers and mockups, using color psychology and printing knowledge to increase brand awareness at House of Signs.

CARBE | INTERN INDUSTRIAL DESIGNER | GRAVATAI, BR | SEP 2013 – SEP 2016

- Supported the design of vehicle components and equipment layouts using SolidWorks and AutoCAD.
- Assisted in creating technical drawings and 3D models for manufacturing, contributing to safety-focused and functional design solutions.
- Helped organize and maintain design documentation, ensuring accurate version control and smooth collaboration with engineering and production teams.

## EDUCATION

DESIGNING AND BUILDING AI PRODUCTS AND SERVICES | MIT XPRO | 2023

PROFESSIONAL CERTIFICATION UX DESIGNER | GOOGLE / COURSERA | 2022

BACHELOR'S DEGREE IN PRODUCT DESIGN | FADERGS | 2021

## CERTIFICATES

VFQ FOUNDATION | PRAXIS | 2025

AGILE PRACTITIONER | PRAXIS | 2025

INTRODUCTION TO WEB ACCESSIBILITY | W3C | 2023

GENERATIVE AI FUNDAMENTALS | GOOGLE | 2023

ADOBE XD AND FIGMA | ALURA | 2020

INNOVATION AND DESIGN THINKING | UNIRITTER | 2020