

Leonardo Almeida

Product Designer - Design Systems

Passionate about scaling design, improving collaboration between designers and engineers, and systems strategy.

Currently hyperfixated on design tokens and painting miniatures.

Relevant experience

Product Designer | *Hexaware*

08/2022 - present

- Worked on projects for clients in the finance, healthcare, dating and travel industries, impacting thousands of users.

Product Designer - Design Systems | *Spark Networks (via Hexaware)*

09/2024 - 11/2024

- Led the evolution of Flint, Spark Networks' design system, ensuring scalability and consistency across multiple white-label dating apps.
- Restructured and optimized design tokens to improve cross-platform flexibility for mobile and web.
- Established guidelines and best practices for Figma components, improving adoption and usability across product teams.
- Collaborated closely with engineers to enhance design-to-code parity.
- Provided documentation and advocacy for the design system.

Product Designer - Design Systems | *London Stock Exchange Group (via Hexaware)*

09/2022 - 07/2024

- Worked on the expansion of LSEG's design system.
- Developed a structured contribution model and an auditing guideline, increasing component adoption and decreasing detachment.
- Worked on the redesign of LSEG's employee experience home page, later shortlisted for the IoIC awards.
- Drove process improvements to streamline design workflows.

Product Designer | *Currículo Be*

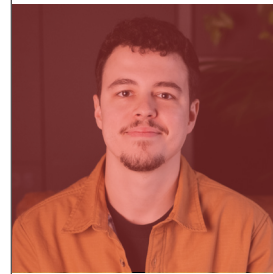
06/2020 - 03/2022

- Successfully designed and launched Beyond, a hybrid LMS/CMS platform, used by more than 38.000 students daily.
- Created a component library to be used in future expansion of Beyond.

UX Designer (graduation internship) at *Gemeente Haarlem*

02/2021 - 06/2021

- Worked with Innovation and Social Research teams to help Haarlem residents keep track of their social benefits.
- Delivered designs for benefit overview, messaging and document upload, and appointment request screens.



Portfolio leleo.com.br

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Skills & Tools

Design: Design Systems strategy, design tokens, Style Dictionary, Wireframing, Figma prototyping, Customer journey maps, Workshop facilitating, User stories, Product design, Information architecture, User flows, WCAG, Design thinking

Visual: UI design, Illustrator

Programming: JavaScript, HTML, CSS, Python, APIs/JSON

Creative coding: Three.js, p5.js, Arduino

Education

B.Sc. User Experience Design

The Hague University