

Leonardo Almeida

Product Designer - Design Systems

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

Currently hyperfixated on escaping the Mines of Moria.

Relevant experience

EY (via Hexaware)

Product Designer *Apr 2025 to Jun 2025*

EY is one of the Big Four accounting firms, providing consulting, assurance, tax, and advisory services. In this engagement, we developed a proof-of-concept for a Synthetic Data Generator tool, using LLMs to create realistic mock datasets for internal testing and analysis.

- Co-hosted workshops on location to refine journey and draft initial wireframes.
- Designed and delivered complete UI flow, along with future designs to be implemented, light and dark mode, and reusable components.

Solance (via Hexaware)

Product Designer *Dec 2024*

Solance (previously Benjamin Finance) is a financial startup specialized in complex corporate structures, offering tailored services for exceptional clients. Our collaboration took place during their early conceptual phase, helping define the foundation of their digital product strategy.

- Hosted workshops with the client to generate customer journey map.
- Delivered wireframes for onboarding flows for new customers, both on mobile and web.

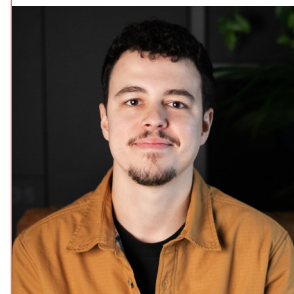
Spark Networks (via Hexaware)

Product Designer - Design Systems *Sep 2024 to Nov 2024*

Spark Networks is a global dating company that operates several premium online platforms, including Zoosk and EliteSingles. We were tasked with creating a white-label brand to unify and scale their product branding across multiple platforms.

- 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.

more experiences below...



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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. UX Design

The Hague University

London Stock Exchange Group (via Hexaware)

Product Designer - Design Systems *Sep 2022 to Jul 2024*

LSEG is a global financial markets infrastructure and data provider, known for owning the London Stock Exchange and Refinitiv. I contributed to the evolution and governance of their enterprise-level design system, enabling consistent and scalable design across multiple digital products.

- 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.

Currículo Be

Product Designer *Jun 2020 to Mar 2022*

Currículo Be delivers bilingual educational content to schools across Brazil. I worked on product strategy, user experience, and interface design for tools used by educators to access lesson plans and digital learning resources.

- 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.

Gemeente Haarlem

UX Designer *Feb 2021 to Jun 2021*

Gemeente Haarlem is the municipality of the city of Haarlem in the Netherlands, responsible for public services, urban planning, and digital citizen services. For my graduation project internship, I worked on digitizing the social assistance application process and overview.

- 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.