

LEANDRO DE MEDEIROS

Product Designer - UX Designer - UI Designer

+55 62 981890848 / falecom@leandrodemedeiros.com.br / LinkedIn: [leomedeiros](#)

Summary

Product Designer with 20 years of market experience in Design-related positions for product development. Experience at companies such as TOTVS, G4F and LG Lugar de Gente, as well as international startups. Currently, Senior UX Designer at Sittax.

Portfolio: [behance.net/leandrodemedeiros](#)

Site: [leandrodemedeiros.com.br](#)

Experience

Sittax - [sittax.com.br](#)

Goiânia, Brazil

Senior UX Designer

04/2024 - Present

- User research: interviews, discovery dynamics, data analysis, usability testing on navigable prototypes;
- Information architecture: usability analysis, definition of interface standards, design of organization, navigation, search and labeling systems, business validation, wireframe design;
- UI design: low, medium and high fidelity prototyping, creation of visual lines, component libraries (UI kits), definition and application of tokens to create a Design System.

TOTVS - [totvs.com.br](#)

Goiânia, Brazil

Senior Product Designer

05/2023 - 02/2024

- User research: interviews, discovery, data analysis, metrics, usability testing with prototypes;
- Information architecture: usability analysis, interface standards, design for organization, navigation, search and labeling systems, business validation, wireframe design;
- UI design: low, medium and high fidelity prototyping, visual guidelines, component libraries (UI kit) and design system (Animalia).

G4F - [g4f.com.br](#)

Goiânia, Brazil

Senior UX Designer

01/2023 - 05/2023

- Design Thinking;
- Strategic product definitions;
- Technological prospects;
- Discovery and ideation;
- Test solution proposals;
- Usability evaluation.

LG people place- [lg.com.br](#)

Goiânia, Brazil

UX Designer

12/2010 - 10/2022

- Design Thinking and agile methodologies for the team, and mapping of Design in the company's development process;
- User research: interviews, discovery, data analysis, usability testing with prototypes;
- UI design: low, medium and high fidelity prototyping, visual guideline, component library (ui kit);
- Conducting Design Sprints and ideation sessions;
- Team coordination and training.

Education

Estácio

Graduation, Computer Systems Analysis (Internet Systems)

01/2020 - 06/2022

Languages

Portuguese — Native

English — Advanced

Trainning

Product Management
PM3 (2023)

UX Agile
CESAR School (2023)

Digital Transformation
FGV (2022)

UX Research
PUC Rio (2022)

Product Metrics
Product Arena (2022)

UX Design Bootcamp
How Education (2022)

Information Architecture
Jump Education (2010)

Skills

Good communication with the team, willingness to work in a team, good interpersonal relationship for teamwork, Figma, Miro, Adobe XD, Adobe Photoshop, Adobe Illustrator, User Experience Design (UX Design), Interface Design (UI Design), Digital Transformation, Agile Methodologies, Design Sprint, Design Thinking, Design Systems, UX Research, Information Architecture, Wireframes, Prototypes, Javascript, CSS, HTML