

# Leonardo B Luz

## User Experience Designer

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**Projects** *Ellen's Road to Riches Slots (DDI)*  
**(Clients)** *Dice with Ellen (Scopely)*  
*New Yahtzee with Buddies (Scopely)*  
*Zootopia Case Files (Disney)*  
*Hiberplay (Hibernum)*  
*Tooned-up Tales (Disney)*

*Saber's Edge (Amazon)*  
*Goblins (Cartoon Network)*  
*Jewel Quest (iWin)*  
*Blockolicious (Hibernum)*  
*Looney-Tunes Univers (Warner Brothers)*  
*Studio Empire (Warner Brothers)*

### Professional UX Designer

**Experience** 1 year | 2017 - 2018 | Behaviour | Montreal, Quebec, Canada

Created wireframes, mockups, animations, user flows and interactive prototypes for games and web-based business solutions. Organized and executed user tests. Presented designs to various stakeholders. Gave company-wide UX presentation. Selected company-wide UX tools. Established design workflow for an emerging department. Designed and developed UI tools for Unity.

### UX Designer & Interaction Designer

4 years | 2013 - 2017 | Hibernum | Montreal, Quebec, Canada

Defined product strategies. Created wireframes, mockups, user flows, and prototypes for a broad array of products and devices. Created hi-fi animated mockups. Prototyped interaction and validated them with team members and QA. Integrated various in-game and menu interactions and dynamic animations. Initiated the companies User Research Group - Hiberplay. Coordinated team efforts within the group. Planned, executed, and analyzed user research at all stages of various projects.

#### *Honours*

*Winner of the Digi Awards 2013: Best in Mobile Gaming for Jewel Quest.*

*Voted by peers as most influential member of the Jewel Quest Team.*

### Graphic Designer & Junior Flash Developer

1 year | 2012 | Hibernum | Montreal, Quebec, Canada

Integrated various features in Flash and iOS games. Created various UI assets and graphic marketing material. Worked on development of web pages.

### Flash Developer

1 year | 2010 - 2011 | ActiveMedia Now | Montreal, Quebec, Canada

Developed various multimedia experiences with ActionScrip 3.0 for large multi-touch displays.

### Web Designer (Internship)

3 months | 2009 | Pages BBDO | Santo Domingo, Dominican Republic

Produced a series of interactive Flash web banners. Designed and created a Flash web site.

#### *Honours*

*Bronze winner in the Banner Rich Media category for Ferreteria Hache*

*2010 | Festival Caribe | Panama City, Panama, Panama*

### METHODOLOGIES:

*User-centered design*

*Agile*

### TASKS:

*Wireframes*

*User flows*

*Prototypes*

*Research*

*Interviews*

*Personas*

*Card sorting*

*Usability tests*

*Focus groups*

### SOFTWARE:

*Adobe XD*

*Animate*

*Photoshop*

*Illustrator*

*Unity 3D*

*Processing*

### PROGRAMMING:

*C#*

*HTML*

*CSS*

*Actionscript 3.0*

*Processing*

## **Personal** Product Designer and CEO

### **Project** 2012 - 2018 | WOBL | Montreal, Quebec, Canada

Invented and developed a new electronic musical instrument. Managed a multidisciplinary team that varied between 3-5 members. Managed investment budget provided by Aligo Innovation (\$20,000). Presented the project across a variety of media and juries. Exchanged innovative ideas. Wrote patent documentation.

#### *Honours*

*Official Selection for the Force Avenir Grant*  
2014 | Force Avenir | Quebec, Canada

*Winner for Project of The Year (\$2,000)*  
2013 | UQAM | Montreal, Quebec, Canada

*Winner for Project Science, Environment and Technology (\$1,000)*  
2013 | UQAM | Montreal, Quebec, Canada

*Official Selection at the Guthman Musical Instrument Competition*  
2013 | Georgia Institute of Technology | Atlanta, Georgia, United States

## **SOFT SKILLS:**

*Creative*  
*Entrepreneurial*  
*Collaborative*  
*Passionate*

## **LANGUAGES:**

*French*  
*English*  
*Spanish*  
*Portuguese*

## **Creative Direction**

### **2014 - 2015 | Beach Cred | Montreal, Quebec, Canada**

Defined core game mechanics and themes with 4 friends. Programmed physics simulation, inverse kinematics animation and the artificial intelligence for the game in Unity 3D.

## **Service Designer**

### **2010 - 2012 | Rendez-Vous Montreal | Montreal, Quebec, Canada**

Conceived a service and created a business plan.

#### *Honours*

*Finalist at the ESG UQAM « Mon Entreprise » competition*  
2011 | ESG UQAM | Montreal, Quebec, Canada

## **Education** M.A. Communication (Media and Experience Design)

### **Graduated in 2015 | UQAM | Montreal, Quebec, Canada**

#### *Honours*

*Grant Winner of the Bourse d'excellence de l'UQAM pour les cycles supérieurs (FARE) for academic performance (\$5,000)*  
2011 | UQAM | Montreal, Quebec, Canada

## **B.A. Communication (Interaction Design)**

### **Graduated in 2011 | UQAM | Montreal, Quebec, Canada**

#### *Honours*

*Grant Winner for academic performance (\$1,000) given by the Caisse Desjardins Portugaise de Montreal*  
2010 | UQAM | Montreal, Quebec, Canada

## **Technical DEC in Graphic Design**

### **Graduated in 2007 | Cégep de Rivière-du-Loup | Quebec, Canada**

## **Diploma in Web Design**

### **2001 | Microsoft | Rio de Janeiro, Brasil**