

Leonardo B Luz

User Experience Designer

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Work

Product Manager

1 year | 10/2022 - Ongoing | King | Barcelona, Barcelona, Spain

Prioritization, Roadmap, Stakeholder Management, Market Discovery, Product Discovery, Presentations, Implemented Analytics, Increased NPS by 50%

Senior UX / Product Designer

1 year | 10/2021 - 10/2022 | King | Barcelona, Barcelona, Spain

Product / UX Design, User Research, Market Analysis, Data Analysis.

Product Management

1/2 year | 04/2021 - 09/2021 | Motif | Barcelona, Barcelona, Spain

Secured \$27,000 in Funding on Kickstarter. Developed a board game. Hired a multidisciplinary marketing team. Worked with several overseas manufacturers.

Senior UX / Product Designer

1 year | 03/2020 - 03/2021 | Omnidrone | Barcelona, Barcelona, Spain

Designed and documented specifications defining the player's experience for multiple game features. Organized the UX team's tools and workflow.

UX Designer

1.5 year | 09/2018 - 03/2020 | Square Enix Montreal | Montreal, Quebec, Canada

Created wireframes, mockups, animations, user flows and interactive prototypes. Organized user tests. Created assets and documentation for proper integration of UI elements for the game.

UX Designer

1.5 year | 02/2017 - 09/2018 | 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.

Product Designer

6 years | 01/2012 - 01/2018 | 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.

UX Designer & Interaction Designer

5 years | 01/2012 - 02/2017 | Hibernum | Montreal, Quebec, Canada

Created wireframes, mockups, user flows, and prototypes for a broad array of products and devices. Created hi-fi animated mockups. Integrated various in-game and menu interactions. Initiated the companies User Research Group - Hiberplay. Planned, executed, and analyzed user research at all stages of various projects.

Education

M.A. Communication (Media and Experience Design)

Graduated in 2015 | UQAM | Montreal, Quebec, Canada

B.A. Communication (Interaction Design)

Graduated in 2011 | UQAM | Montreal, Quebec, Canada

Technical DEC in Graphic Design

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

Honors

Successful Campaign 2021

Kickstarter 246% Funded

Nominee 2014

Regional Force Avenir grant

Winner 2013

UQAM Project of the Year

Winner 2013

UQAM Project Science,

Environment and Technology

Nominee 2013

Guthman Musical Instrument

Competition at Georgia Tech

Winner 2011

Academic performance grant

Nominee 2011

ESG UQAM Business Competition

Winner 2010

Academic performance grant

Talks

Speaker PGC 2019

Guest Speaker UQAM 2019

Speaker MIGS 2018

Guest Speaker UQAM 2017

Clients

HBO, Ellen Degenerous, Scopely,

Pixar, Disney, Cartoon Network,

iWin, Warner Brothers, Amazon

Research

Interview, Focus Groups, Usability

Testing, Surveys

Tools

Amplitude, Figma, Adobe XD, Pro-

topie, Animate, Photoshop, Illustra-

tor, Unity 3D, Processing, FreeCAD,

Blender

Languages

C#, HTML, CSS, Javascript,

Processing, Actionscript 3.0

English, French, Spanish,

Portuguese