

Douglas Leonardo

Design Lead | UX/UI and Product Design Specialist

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Professional Summary

I am a designer with over 15 years of experience developing innovative and user-centered solutions. I specialize in leading multidisciplinary teams, creating design strategies, and delivering projects that integrate user experience, functional interfaces, and impactful visuals. Focused on results, I excel at transforming user insights into products that create value for both companies and users.

Academic Background

- Associate's Degree in Digital Design – Anhembí Morumbi University
August 2004 - December 2006

Courses and Certifications

- Leadership and Team Management – ECC Hub (September 2021 - October 2021)
- Immersion in User Experience – Mastertech (March 2018)
- 3D Web Design (Extension) – Alpha Channel (October 2010)

Professional Experience

Vivo (Telefônica Brasil)

Design Consultant – Innovation and New Business Development
August 2022 - September 2024

At Vivo, I led design teams to create and evolve user-centered digital products in areas such as consortia, energy, and education. I worked on UX/UI strategic planning, user journey design, interactive prototypes, and wireframes. I managed and improved scalable design systems to ensure consistency and efficiency across products. Additionally, I collaborated with cross-functional teams to prioritize features, analyze usability metrics, and align requirements with stakeholders.

Key Achievements:

- Vivo Consórcio: R\$ 5 million in smartphone consortia sales within two months.
- Gud Energia: Over 100 clients acquired at launch, with savings of up to 30%.
- Vivae: 4,000 downloads, 1,800 subscriptions, and 6,000 certificates issued.

Mercado Livre

Senior Product Designer – Mercado Pago Card
October 2021 - June 2022

I developed design strategies for Mercado Pago cards, optimizing user experiences in Brazil, Mexico, and Chile. I collaborated with multidisciplinary teams to implement continuous improvements and created interactive prototypes to ensure visual and functional consistency.

Key Achievements:

- Reduced contact rates by 15%, improving support efficiency.
- Increased NPS by 20 points, reflecting higher user satisfaction.

iFood

Senior Product Designer – Benefits
March 2021 - October 2021

At iFood, I was responsible for creating an internal support and back-office platform. I designed user journeys, wireframes, and prototypes, collaborating directly with product and engineering teams to deliver scalable solutions.

Key Achievements:

- Implemented an efficient solution that reduced response time and optimized the support experience.

Novartis

Specialist Product Designer – Digital Strategies
February 2020 - February 2021

At Novartis, I was responsible for creating digital strategies to engage physicians, focusing on increasing the reach and effectiveness of Cosentyx® campaigns. I developed interactive flows and optimized landing pages while implementing high-impact digital ads. Additionally, I conducted user behavior analyses and A/B testing to validate hypotheses and refine strategies.

Key Achievements:

- Over 1 million views on ads and 50,000 visits to physician-targeted landing pages.
- More than 500 new physicians registered in Novartis' database, significantly expanding brand reach.
- Over 100 digital prescriptions issued for Cosentyx®, strengthening treatment adherence.

Accenture Song

UX/UI Specialist – Multidisciplinary Design Lead
July 2016 - September 2019

At Accenture, I led multidisciplinary design teams to develop user-centered digital solutions for major brands across various industries, including retail, telecommunications, technology, and financial services. I contributed throughout the design lifecycle, including research, persona creation, prototyping, hypothesis validation, and delivering consistent design systems. I was responsible for ensuring quality and excellence in project deliveries, aligning solutions with client needs and business goals.

Key Clients: Natura, Vivo, Oi, Santander, Volkswagen, HP, Makro.

Key Achievements:

- Delivered more than 50 high-impact projects, earning recognition for excellence.
- Created consistent design systems, reducing interface development time by up to 30%.
- Improved communication and integration between design and development teams, ensuring more agile and goal-aligned deliveries.

Awards and recognition:

ABEMD (Brazilian Direct Marketing Association)
Digital / Mobile – Marketing Action / Online Advertising
Client - Vivo
Silver, 2017 – B2B Digital Sales Acceleration
[Access the award details](#) | [Watch the case video](#)

Technical Skills:

- UI Design and Visual Design
- User Research and User-Centered Design (UCD)
- Design System Creation and Management
- Information Architecture and Interactive Prototyping
- Usability Testing and Hypothesis Validation
- Product Strategy and Journey Mapping
- Accessibility (WCAG)

Soft Skills

- Strategic Leadership and Team Management
- Clear and Collaborative Communication
- Problem-Solving and Data-Driven Decision-Making

Tools:

- Figma, Adobe Suite (Photoshop, Illustrator, XD), Sketch
- Google Analytics, Hotjar, Miro, Clarity

Languages:

- English – B2/C1
- Spanish – C1