

Hello! I'm Leo Caparelli

UX/UI DESIGNER

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Portfolio leocaparelli.ca

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ABOUT

I believe that design can change cultures and make the world a better place. My objective is to produce quality products through which values are conveyed and influence society. In my decade-long career, I come a long way from print advertising to web design to finding my true passion in creating digital experiences.



Design is not just about making things look pretty: it lies in finding the right solutions for any kind of problem ”

EXPERIENCE

SENIOR USER EXPERIENCE / USER INTERFACE DESIGNER

March 18 - Current

Toptal - Toronto, Canada

Recently joined Toptal, a platform for the **“top 3% freelancers in the world”**, as a Senior UX/UI Designer, working on solving the design issues of digital products for a wide range of industries around the world.

USER EXPERIENCE / USER INTERFACE DESIGNER

October 16 - Current

District 28 - Toronto, Canada

1. Designed user-centered Web sites with strong and intuitive navigation, maximizing user engagement and **increasing the number of visits by almost 200%**;
2. Injected the concept of a **minimum viable product (MVP)**, delivering products with just enough features to satisfy early customers and get feedback from real users;
3. Established a more consistent user experience both online and offline by redesigning the brands and adding a humanized concept, approaching users to the brand, therefore **creating a more user-friendly culture within the company**;
4. Through all the goals achieved along with the marketing team, the company is now **listed as one of the best-ranked services on search engines** as well as recurring organic press mentions (blogs and magazines)

USER EXPERIENCE / USER INTERFACE DESIGNER

October 17 - February 18

Daily - Toronto, Canada

1. Led UX design on **more than 30 mobile apps launched** on AppStore;
2. **Established MVP and Lean UX methodologies** to the company by quickly delivering content in small batches while creating shared knowledge among team members;
3. Researched, strategized and launched UX improvements that catapulted users reviews and feedback leading to **1000+ downloads on AppStore**.
4. Produced style guides and interaction specification sheets for developers.

**SENIOR
DESIGNER**
February 16 - March 17

Improved Racing - Remote Work in Orlando, USA

1. Pioneered the concept of **Design Thinking** to Improved Racing;
2. Introduced **UX design as the first stage of all the websites designed**, instituting a user-centered design approach;
3. Created and developed all websites launched, making use of competitors research, sitemaps, process flows, sketches, wireframes and high-fidelity prototypes.
4. Led the design team on social media campaigns and acted as an Art Director on all print material designs;
5. Took charge of front-end development using tools including HTML, CSS, Less, Bootstrap.

**USER EXPERIENCE / USER
INTERFACE DESIGNER**
March 16 - October 16

Publicista - Sao Paulo, Brazil

1. Designed the main web app, connecting online and offline marketing agencies to customers looking for marketing services;
2. Conducted stakeholder and user interviews, and usability testings gathering requirements and rapidly **improving the overall experience of the users with the app**;
3. Injected Lean UX into Agile development, improving the overall collaboration;
4. Successfully integrated social media and other content.

**SENIOR
DESIGNER**
April 14 - December 15

O Boticario - Sao Paulo, Brazil

1. **Led the design team of the biggest cosmetic franchise in the world**;
2. Worked on the design of the visual of campaigns that were vehiculated on the almost 4,000 stores spread in several countries;
3. Intensively collaborated with copy, development, marketing and product team members to create delightful user experiences;
4. Introduced Design Thinking at the first stage of every process regarding communication;
5. Increased the **engagement on social media by 20%** by previously conducting a user research to better understand the needs of the target;
6. Acted on the optimization on the engagement of users with the newsletters, **increasing by 70% the numbers of opened emails** and shortening the process of engagement of those users from 5 to 8 emails to an average of 2 to 3.

**VISUAL
DESIGNER**
April 14 - December 15

ClickOn - Sao Paulo, Brazil

1. Collaborated with copy, development, marketing and UX team members on the redesign of the e-commerce website;
2. Introduced the **Atomic Design methodology** leading to a consistent growth and improvements during the whole process; guaranteeing a smooth transition between all stages of the design;
3. Conducted user interviews and usability testings;
4. Acted mostly on the checkout process, **being able to decrease the cart abandonment by 20%**.

**GRAPHIC AND WEB
DESIGNER**
October 08 - December 10

ClickOn - Sao Paulo, Brazil

1. Worked on the design of print materials for a wide range of industries, such as health, automotive and travel.

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SKILLS

User Experience

Research
Personas
Project Management
Wireframing
Prototyping
Usability Testings
Product Design
Invision

Visual Design

Adobe Photoshop
Adobe Illustrator
Adobe Experience Design
Sketch
Print Design
Adobe InDesign
Branding & Identity

Front-End Development

HTML
CSS3
Bootstrap
GULP
LESS
SASS
Git
Mobile-first (responsive design)

EDUCATION

BACHELOR OF ARTS IN DIGITAL DESIGN

January 2017 - December 2010

Universidade Anhembi Morumbi - Sao Paulo, Brazil

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