LEO CAPARELLI

PORTFOLIO
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EDUCATION

Bachelor of Arts in Digital Design | 2010
Universidade Anhembi Morumbi - Brazil

Behavioural Economics | 2021
University of Toronto - Canada

UX Research | 2015
Mergo - Brazil

SKILLS

Design Disciplines
Design Thinking, UX, UI, Qualitative Research, Quantitative Research, User-Centered Design (UCD), Human Centered Design (HCD), Accessibility

Design Tools and Softwares
Figma, Sketch, Abstract, Invision, Axure, Adobe Photoshop, Adobe Illustrator, Adobe XD, Mural, Miro

CONTACT

Phone
+1 647 674 2801

Email
contact@leocaparelli.ca

PRODUCT DESIGNER

WORK EXPERIENCE

Rogers Communications - Toronto, Canada

Senior Product Designer - May 2018 - Present (3 yrs 6 mos)

Prime Product Designer, leading on Connected Home (Residential services portfolio).
In this role I:
• Work with cross functional teams including product managers, researchers, UX writers, and engineers to contribute to high-level strategic decisions, envision and execute impactful product experiences;
• Lead large scale projects from 0-1, managing uncertainty and ambiguity, ensuring we're shipping meaningful and quality experiences
• Lead design workshops and sprints with cross-functional teams to explore innovative solutions for problems and opportunities identified through research and data
• Create end-to-end user flows, both low and high fidelity, and prototypes as needed
• Creates inclusive designs for all users. Advocates for accessibility, encouraging product and engineering management to prioritize accessible features and bug fixes

Toptal - Toronto, Canada (Remote)

Designer Screener - Sep 2018 - Present (3 yrs 2 mos)

The Design Screening team on Toptal is responsible for the triage and testing of all designers around the globe who want to become talents in the platform.
My responsibilities as a Designer Screener include:
• Portfolio analyses
• Daily communication tasks with applicants
• Technical Interviews with applicants

Senior Product Designer - Jan 2016 - May 2018 (2 yrs 5 mos)

Senior UX Designer involved in a diverse range of industries and portfolios, covering end to end projects. Companies that I've worked with include Microsoft, Bridgestone, and Shopify

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Power Kitchen - Toronto, Canada

Senior Product Designer - Oct 2016 - May 2018 (1 yr 8 mos)

Power Kitchen is a meal prep delivery service based in Toronto.
My responsibility, as a Product Designer of the company, was to
• Use documentation, reviews, and presentations, communicate clear and compelling ideas to a wide range of key stakeholders;
• Generate detailed final design specs that inspire accurate developer builds;

Grupo Boticário - São Paulo, Brazil

Senior Designer - Apr 2014 - Dec 2015 (1 yr 9 mos)

O Boticário - the largest cosmetics franchise in the world, with approximately 4100 stores divided between Europe and America.
My goal as a Senior Designer of the company was to:
• Optimize the e-commerce experience, create Social Media campaigns alongside with the Digital Marketing Team, and eventually support in-store collaterals (Visual Merchandising);
• Synthesize the needs of players and all game disciplines to find solutions that work for all;
• Participate in researching consumer insight, developing personas, data analyzing, and planning and moderating user testing.

Clickon - São Paulo, Brazil

Visual Designer - Feb 2011 - Feb 2014 (3 yrs 1 mo)

ClickOn, in Brazil, was the first online experience agency.
As a Visual Designer of the company, my objective was to:
• Deliver a consistent Design System, applying Atomic Design methodology to define color palette, typography - and thus progressing to more complex steps like buttons, interactions and navigations, creating a consistent visual system;
• Create user flows, interface wireframes, prototypes, and design documentation;
• Conduct heuristic evaluations of internal & external products;
• Provide multiple solutions based on user needs, business goals, and technical constraints for any given project.

OJ Publicidade - São Paulo, Brazil

Graphic/Web Designer - Oct 2007 - Dec 2010 (3 yrs 4 mos)

My role started as an Intern and after 1 year in the role, got promoted as a Full Time Graphic/Web Designer supporting all the different clients in end-to-end projects such as landing pages, newsletters and marketing campaigns, and print design material such as brochures, catalogs, and advertisement collaterals