Leandro Fernandez

Product Designer │ Toronto, ON, Canada

leandrofernandez.ca

hello@leandrofernandez.ca

EXPERIENCE

Product Designer (Contract)

You X Ventures (B2B) │ June 2020

Collaborated with the team to design the MVP for their mobile app Unicorn Dojo, an HR tool optimizing on demand knowledge and skill sharing within companies.

- Conducted remote interviews with key stakeholders to determine product requirements, a project timeline, and key milestones for the MVP
- Led remote workshops to create journey maps, user flows, and wireframes that aligned the product with stakeholder expectations and user goals
- Designed/delivered hi-fidelity designs with documentation to outline next steps for launching the MVP with companies consisting of 100+ employees

Product Designer

CareGuide (B2C) │ September 2019 – April 2020

Led design as part of a cross-functional team, delivering end-to-end solutions for Nanny Lane to help families find, hire, and pay their nanny with ease.

- Redesigned our landing pages reaching 150k+ users, resulting in a 16% increase in conversions and 8% bounce rate reduction
- Owned design projects from idea to launch, collaborating closely with product and engineering to ideate, iterate, build, ship, and track our designs after launch
- Initiated discussions with our product manager and developer regarding design systems, contribution models, and documentation, establishing the beginning stages of the Nanny Lane Design System

Product Design Intern

eCompliance (B2B) │ May 2019 – August 2019

Collaborated with the product team to redesign the eCompliance mobile app; a cloud-based safety software that makes it simple for safety managers to proactively track, measure, and address safety risks for front-line workers.

- Assisted in facilitating design sprints, including additional team members (customer success, marketing, etc...) to provide feedback which led to a shared understanding of product goals across the entire company
- Used a human-centered design approach to conduct user research and user testing with 15-20 clients which informed design decisions for the alpha version of the app (iOS and Android)
- Spearheaded workshops to determine success metrics, collect feedback, and finalize our alpha app which would be tested with ~20k+ employees and later launched to over 500k employees

SKILLS

Tools

Figma, Sketch, Zeplin, InVision, ProtoPie Illustrator, Photoshop, InDesign, Flinto Webflow, Keynote

Research

Generative Research, Surveys, Evaluative Research, Competitive Analysis, Stakeholder Interviews, User Interviews

UX Design

Sketching, Wireframes, Affinity Mapping, Journey Mapping, User Flows, Usability Testing, Information Architecture

UI Design

Visual Design, Interaction Design, Typography, Iconography, Illustrations, Hi-Fi Designs, Design Systems

Code

HTML, CSS, JavaScript, JQuery

EDUCATION

Web Design & Interactive Media

Humber College │ Sept 2016 – April 2019

Graduated with Honours (GPA: 4.33)

Awarded "Top Designer" of Graduating Class