

LEONARDO MACIEL

DETAILS

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EMAIL

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SKILLS

Design

User Experience

UX Research

Design Systems

Information Architecture

Team Leadership

Product Management

Prototyping

Agile

Growth Strategies

Data Analysis

UX Writing

PROFILE

Professional with over 15 years of experience in the digital area with a focus on design, user experience, interfaces and technology.

EMPLOYMENT HISTORY

Senior UX Designer, RD Station

Apr 2021

In 2021 I decided to return to the market. Today I'm a Senior UI/UX Designer at RD Station, working on the Product Marketing and Growth team with research, experiments, as well as maintaining and evolving the RD Station Brand System.

UX Lead, Agência FERA

May 2015 — Mar 2021

In 2015, I founded FERA Agency, in a merge of CoffeeCup with Domini Design companies.

CoffeeCup has always been a web and mobile development company and Domini had a core business more focused on Digital Marketing. We joined forces to create the FERA Agency and since then we have served many customers in all these expertises, creating digital campaigns, developing products for both customers and the market.

We developed the donation system for Instituto Ayrton Senna and Instituto Porto Seguro. We created the first online parking reservation system, aimed at parking lots close to the airport.

In addition to several products for the Fitness segment such as a Web Module with management for gyms, Creation Studio, etc. And also the Bluefit ecommerce, one of the largest gym networks in Brazil.

UX Lead, Coffee Cup

Dec 2010 — May 2015

In 2010 I decided to open my own digital product agency.

We worked with the biggest advertising agencies developing websites, hotspots, mobile applications, online systems, educational digital materials for big brands such as Ponto Frio, Casas Bahia, Correios, Colgate, Vivo, General Electric, Gol, Shell, Telefônica, Ford, among many others.

Front End Developer, Cherry Plus

Apr 2008 — Dec 2010

Cherry Plus is a communication agency specialized in fashion.

Working at Cherry I gained a lot of experience in Front-End development, doing all kinds of projects. We create websites, portals, Facebook applications, digital campaigns, Blogs. I worked with technologies such as: HTML5, CSS3, PHP, SASS, JavaScript, JQuery and WordPress. We also won the AWWwards award with the agency's own website.

Designer Web, MicroPower

Oct 2006 — Apr 2008

MicroPower is a e-learning company, being one of the best companies in learning and performance management. At that time I worked a lot with Interface Design for the implementation of e-learning systems such as Bradesco's Treinet, and implementing systems for CVC, Ford, Honda and Chevrolet. I learned a lot about E-Learning, Branding and Visual Identity.

Designer Web, S3 Editora

Apr 2004 — Oct 2006

S3 was a publisher that, in addition to offline material, developed websites and portals for clients in different areas. This was my first job as a web designer, creating websites, hotspots and portals. Despite having also done work such as layout of newspapers, magazines, pamphlets, among others.

EDUCATION

Bachelor of Technology and Digital Media, Pontifícia Universidade Católica de São Paulo

2005 — 2008

Qualification in Interface Design.

COURSES

Design Comportamental , Aprender Design

Aug 2022 — Aug 2022

UX Writing, How Bootcamps

Jul 2021 — Jul 2021

UX Metrics, How Bootcamps

Jun 2021 — Jun 2021

Product Management, Cursos PM3

Nov 2019 — Feb 2020

UX Design, How Bootcamps

Jun 2020 — Jun 2020

UX para Webdesigners, Udemy

Nov 2018 — Dec 2018

UX & Web Design Master Course: Strategy, Design, Development, Udemy

Dec 2018 — Feb 2019

Tableless, Visie

Apr 2013 — Apr 2013