

# Leonardo Antunes

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## EXPERIENCE

### Product Designer

Nomad

Jan 2024– Present

- Lead product design across mobile flows (onboarding/KYC, transfers, remittances, investments) with a user-centered, data-informed process.
- Partner with PM/Engineering to scope experiments, define success metrics, and ship iterative improvements.
- Maintain Figma design system (tokens, components, patterns) for consistent, accessible UI across platforms.

### Co-Founder, Product Designer & Webflow Developer

Simpli

Apr 2023 – Dec 2023

- Oversaw creative direction and digital experience for clients; led a team of 3 designers and 2 developers.
- Designed and built Webflow MVPs for 10+ startups to validate ideas and support fundraising.
- Led full rebrand/redesign of ColInvestGPT, increasing traffic by 35% and contact submissions by 45%.
- Introduced Webflow into the delivery stack, reducing development time by ~50% across projects.
- Mentored junior designers on UI/UX best practices; owned website QA and release standards.
- Established an iterative process centered on rapid prototyping and user validation.

### Senior Web Designer (TechXchange)

IBM

Nov 2022 – Apr 2023

- Partnered with event managers to define digital experience/promotion strategy for 5-10 events per year.
- Led WordPress website and registration portal development; ensured brand and accessibility compliance.
- Produced web content, emails, social graphics/ads; analyzed traffic and engagement to improve conversion.
- Coordinated technical integrations with IBM Cloud/Security; managed junior designers and content ops.
- Presented analytics insights and optimization recommendations to stakeholders.

### Web Designer

IBM

Mar 2020– Nov 2022

- Created wireframes, mockups, and prototypes in Figma/Adobe XD for event sites and pages.
- Built responsive sites with HTML, CSS, and JavaScript; integrated with WordPress/Drupal backends.
- Delivered promotional web content, email templates, and digital ads; upheld accessibility standards.
- Ran A/B tests on CTAs/layouts; analyzed analytics to optimize conversion funnels.
- Mentored entry-level designers and maintained IBM's digital style guide adherence.

### Designer Intern

IBM

Dec 2018– Mar 2020

- Supported branding, web pages, signage, and collateral for technical summits across Latin America.
- Built event websites (HTML/CSS/CMS); created presentations and visual assets for AI/cloud training.
- Assisted service designers on UI/UX projects for enterprise clients (wireframing, prototyping in Figma).
- Coordinated translation/production teams for multi-regional programs; presented work to LATAM/HQ stakeholders.

## EDUCATION

### Bachelor's in Web Page, Digital/Multimedia and Information Resources Design

Universidade Anhembi Morumbi • Jan 2017 – Jul 2020

## CERTIFICATIONS

### Certification

Startups, Y Combinator • Aug 2021

### Certification

UI Design, uiBoost UX Design, Design Circuit • Dec 2019

## INVOLVEMENT

**Ambassador**

Cursor

- Remote AI-assisted design/prototyping advocate; shared best practices to accelerate exploration while preserving craft.

**Volunteer**

São Paulo, BR • Hamburgada do Bem

- Community initiatives supporting underprivileged children; event operations and communications.

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**SKILLS**

Product Design, UI/UX, Interaction Design, Information Architecture, Prototyping, Design Systems

Webflow, Figma, Accessibility (WCAG), Responsive Design, Motion/Illustration, A/B Testing, Analytics

HTML/CSS, WordPress/Drupal

User Research, Usability Testing, Funnel Analysis, Statistical Data Analysis

Portuguese (native), English (professional)

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