

LEON FERRO

Senior Mobile Product Designer

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SUMMARY

Product Designer with over 12 years of experience creating scalable digital products that solve complex operational challenges. I excel at building design systems that enable automation and efficiency across platforms. My expertise in user research and cross-functional leadership helps me transform complex problems into intuitive solutions that balance user needs with business objectives. I collaborate effectively with engineering and operations teams to implement technically feasible designs that drive measurable business outcomes. Currently advancing my knowledge in AI implementation for digital products, with hands-on experience integrating AI solutions that enhance operational efficiency and user experience. I bring founding-level design leadership to organisations looking to establish user-centred processes and scalable design systems.

EXPERIENCE

Senior Web Product Designer / Frontend Developer

CloudLobsters Tech Insurance

December 2024 - Present | London, UK

- I've been developing comprehensive information architecture for insurance claims interfaces, optimising content hierarchy across various insurance types (luxury goods, mobile devices, home, health) to significantly reduce user confusion and decrease customer support inquiries
- By using Svelte 5, I've achieved 2-3X faster frontend rendering times compared to Angular alternatives, particularly enhancing mobile user experience even on slow connections—critical for insurance customers filing claims on-the-go
- By introducing Tailwind CSS with a token-based design system and leveraging ready components from ShadCN, I've reduced development time by 40%, slashed prototyping time to around 60%, and built responsive interfaces that simplify complex policy data while eliminating nearly 50% of error-prone CSS classes—resulting in more intuitive dashboards for both business analytics and customer claim platforms
- Currently conducting research on AI integration for insurance underwriting and claims assessment, developing a proof-of-concept that demonstrates potential to reduce assessment time and improve accuracy of risk evaluation
- Creating clear design materials and visual documentation that effectively communicate complex insurance concepts in client meetings and cross-functional team discussions
- Continuously expanding my technical skills through hands-on work with modern Svelte framework and emerging frontend technologies to improve validation stages by creating rapid yet functional prototypes

Senior Mobile Product Designer and Researcher

Flip GmbH

April 2024 - September 2024 | Stuttgart, Germany

- Led the change from PWA to Flutter while keeping design consistent through translation keys and a unified design system as well as laying the foundations for Flip's new Home Screen vision project
- Created handoff methods that cut down developer questions and delivered features faster
- Ran knowledge-sharing sessions with fellow designers to introduce new processes and better ways to work with developers
- Interdisciplinary collaboration with Product Managers, Engineers and Sales/CS Department to achieve technical feasibility and keep business alignment
- Tested prototypes with real users and applied their feedback to make the app easier to use, iterating based on actual user behaviour
- Made sure interfaces were consistent across platforms through regular testing with Apptizer
- Gathered insights through user surveys, interviews, and usability testing to improve the product
- Studied what competitors were doing to help Flip stay competitive in the SaaS market
- Improved the app's language to better match the brand and make the experience better for users; established consistent tone of voice and used my multilingual skills to provide accurate translations between English, Spanish, and Italian with the Phrase translation management system

Senior Product Designer for Mobile Apps

Softgarden e-recruiting

June 2021 - March 2024 | Berlin, Germany

- First/Founder designer behind the CareerRocket app and later the JustHire app across Germany, Austria, and Switzerland, guiding both from initial concept to market launch
- Built from scratch and maintained a scalable design system using component systems and design tokens to ensure consistency and reduce errors across platforms
- Led comprehensive research with actual recruiters and HR professionals to map their workflows, turning insights into solutions that fixed genuine pain points in their hiring process
- Created a simple but effective OKR system that improved team collaboration and established research methodologies that balanced user needs with business requirements
- Pushed for and managed our team's switch from Sketch to Figma with advanced component architecture, which sped up design work by 30% and improved developer collaboration
- Worked closely with Flutter developers, creating interactive prototypes and ensuring we kept user needs at the centre of every feature new planned feature

Senior Mobile Product Designer for Financial Services

OLX Autos (Former FCG)

September 2019 - February 2021 | Berlin, Germany

- Founder designer for the Fintech program launch, enabling direct loans to merchants - a major business expansion which led to 30% increase in dealership cars buyers.
- Mentored junior designers in the Sweden office, helping them grow their skills and improve design quality
- Started a new design feedback process that improved how teams worked together and kept designs consistent
- Provided data-driven solutions by analysing user behaviour, team insights, and business requirements
- Collaborated with cross-functional teams to ensure design feasibility and alignment with business goals
- Presented design solutions and reports to customers and committees, addressing feedback and change requests
- Refined designs based on customer feedback, production requirements, and emerging design trends
- Conducted user research to validate design decisions and improve the overall customer experience

Senior Product Designer for Mobile Apps and e-Commerce

Otto (Former myToys | Mirapodo)

April 2018 - August 2019 | Berlin, Germany

- Managed and led the design for three main areas: iOS and Android mobile app, checkout process, and product detail pages (PDP)
- Key milestone: Improved sales by 3% in the first launch week by redesigning the entire checkout process to make it mobile friendly
- Built and kept up the Design System used for both the website and app
- Tracked and reviewed sales data using metrics like page visits, transaction size, and link popularity
- Worked with marketing teams to bring together strategies across different sales channels
- Regularly checked in with the business team to balance what users wanted with what the company needed
- Researched e-commerce trends and what competitors were doing to find new opportunities

Previous Roles details (2018-2011) available upon request

EDUCATION

Bachelor in Graphic Design and Digital Interactive Arts

Specialisation in Human-User Interface (HUI) Design, User Experience Research and Methodologies

- Recipient of Seed Capital grant for sustainability project
- Additional coursework in Computer Science Engineering and Programming

SKILLS: PROFESSIONAL STRENGTHS

Strategic Product Thinking & Leadership

- Connect business objectives to product roadmaps and guide teams from concept to delivery
- Lead cross-functional collaboration to maintain focus on what matters most to users and the business
- Break down complex problems into actionable solutions with measurable outcomes

Design Systems & Information Architecture

- Build scalable design systems that maintain consistency while supporting product growth and automation
- Organise complex information into intuitive structures with clear navigation paths
- Create visual frameworks that effectively communicate complex ideas and product flows

User Research & Experience Design

- Develop research methodologies that deliver actionable insights for product improvements
- Translate user feedback into practical design solutions that address real needs
- Work effectively across departments to build bridges between design, development, and business teams

AI Integration & Digital Transformation

- Identify opportunities for AI integration to improve operational efficiency and user experience
- Create flexible design systems that accommodate machine learning and automation features
- Develop prototypes that demonstrate AI capabilities while maintaining intuitive user interfaces

SKILLS: DESIGN AND TECHNICAL TOOLKIT

- **Design & Prototyping:** Figma (Advanced: Auto Layout, Variables, Interactive Components), Sketch, Illustrator, Protopie, Flinto, Marvel
- **Web & Frontend:** HTML/CSS/JS, Svelte 5, Tailwind CSS, WebFlow, Framers, Design Tokens, Component Systems
- **AI & Development:** AI integration for automation, component architecture.
- **Project Tools:** Git, YouTrack, Linear, Notion, Confluence, Looker, MixPanel, Phrase

LANGUAGES

English | Spanish | Italian | German