Leonardo Betti

AI Product Designer | SW18 London UK

Contact

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Summary

I am a digital designer specialising in user experience design, brand identity and design systems. Also, I develop user interfaces to make them efficient and enjoyable to operate. Flexible, dedicated, driven, assertive and organised, with a proactive attitude and leadership skills. I research users, build prototypes, solve problems & create finished visuals.

Experience

Product Designer at Royal Botanic Gardens, Kew

`01/2024 → 01/2027`

Working within the Digital team to maintain and grow the Kew Design System (KDS) alongside the institution's wider digital products. Covering UX research, UI design, design systems, prototyping and web frontend implementation, building applications with modern tools that support rapid iteration.

UI/UX Designer at FSB Tech

`04/2021 → 12/2023`

Responsible for creating various User Interface designs (and prototypes) and graphics on multiple products and platforms, while maintaining the company brand. Building and iterating prototypes drawing on feedback from user testing. Producing assets and design deliverables for the development teams. Planning and designing the Product Strategy, User Experience (UX), Layouts/Functionality to User Interface design (UI), layout, high-end visual styling and graphic asset creation.

Digital Designer at NS Media Group | GlobalData

`10/2019 → 04/2021`

Working alongside the Design & Development team in London, US and India to help design visuals assets for ongoing marketing online initiative. My key responsibilities include design a growing range of visual identities and brand designs for small to national/global organisations, take care of the Media Packs and also Pitch Decks, develop strategies regarding UI/UX design for the external customers to improve their experience and to increase sales.

Tools

- Figma
- Sketch
- PaperDesing
- Photoshop
- InDesign
- Illustrator
- Tailwind CSS
- GitHub
- Claude Code
- React / NextJS / Astro

Education

- 2010 – Degree in Communication (Journalism)
  PUC-Campinas (Brazil)
- 2004 – Certificate in IT
  ETE Rosa Perrone Scavone (Brazil)

Other Courses

- Digital Skills: User Experience
  Accenture Future Learn
- Manage a Digital Product
- Build a Strong Brand
  TechNation Digital Business Academy

Skills

- Prototype / Wireframe
- Competitor Analysis
- Visual Design
- User Flow
- Personas
- Presentations
- Design Systems
- Print Design
- Image Editing
- Web Handoff