

MANUEL LEON

Creative
Product Designer



ABOUT ME

english · spanish · catalan · some italiano

Creative designer living in Norway since 2018 with more than 19 years designing dreams and solving problems using disruptive solutions focused on UX and Neuro Branding.

Curious perfectionist with a large experience working in complex digital projects and creating experiences focused on transforming people's lives.

[UX] SKILLS

- Working with User Experience and Agile methodologies for design digital products & services
 - **Design Sprint, Design Thinking, Lean UX, Scrum.**
- Use of quantitative and qualitative research techniques:
 - desk research, contextual observation, interviews, stakeholder's map, surveys, a/b tests**
 - Miro, Typeform, Optimal workshop, Semrush, Google Trends.
- User research to detect problems and solutions through an empathetic approach
 - **User personas, proto-personas, journeys, empathy and emotionals maps.**
- Use of co-creation and prioritisation of ideas dynamics
 - **Research questions, SWOT-DAFO, hierarchy axis charts, MoSCoW, UXBranding, PCM.**
- Iterate MVP's & Minimal Awesome Products through on-site and remote user testing
 - **Maze, Useberry** – and data analysis – **Analytics, Hotjar, Crazy Egg, UserZoom**
- Elaborate and implement **business models** for deliverable products or services.
- Create and improve de flow processes and interface systems through **heuristics evaluation.**

hello@leonscreative.com



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KNOW MORE ...

... working on my norwegian :)

I am from Barcelona but since 2018 I moved to Norway (my wife's origin country) to raise our children.

In addition to creativity and design skills, I also have the following competencies **Consulting, Project & Product Manager, Business Development, and Data designer** with the main focus on mobility solutions for Entertainment, Culture and Gamification.

[UI] SKILLS

focus in UX, Business, Design and Technology

- Hi-fi prototype and interaction, mainly with **Figma - Sketch, Adobe XD.**
- Data Architecture and Interaction Design through map sites and flowcharts
- **Whimsical, MindMeister, Octopus.**
- **Design Systems** by applying the principles of usability and heuristic interactions, gestuals and visual design of typography, colours, layouts, spacing and grids (4-8).
- Create Design Systems through atoms, molecules and organisms' components
- **Atomic Design, Material design, Human Interface Guidelines.**
- Multi-device Design based on **Mobile first** and **Responsive Web.**
- User Interface designer and micro-interactions in **Unity 2D/3D**
- Lo-fi and mid-fi sketch and prototype - **paper and pencil, InVision and MarvelApp.**
- Collaborate with Front-End or Back-End teams through **hand-off tools - Overflow, Zeplin.**
- Knowledge about Cloud services and Web layout like **WordPress.**
- Video editor and Post production vfx in **Final Cut Pro.**

