

LEANDRO ROCCO

Senior Product Designer | Consumer Products | Mobile, Web, Design Systems & AI

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PROFESSIONAL SUMMARY

Senior Product Designer with 10+ years of experience across product design, UX/UI, technical product management, and frontend development. Currently designing high-scale consumer experiences for Burger King North America across mobile, web, and kiosk. Experienced in end-to-end product design, product strategy, interaction design, design systems, user research, experimentation, conversion optimization, accessibility, and AI-enabled product and design workflows. Background spans B2C, B2B SaaS, fintech, enterprise, and self-service products across the USA, Canada, LATAM, and the UK, including products serving 10M+ users and initiatives contributing \$5M+ in business impact.

CORE EXPERTISE

Product Design | UX/UI | Consumer/B2C | Mobile & Web | Kiosk UX | Design Systems | Interaction Design | Advanced Prototyping | User Research | Usability Testing | A/B Testing | Product Strategy | Conversion Optimization | Loyalty & Gamification | Accessibility | Localization | AI Experiences | AI-Assisted Design & Prototyping | Cross-Functional Leadership | Technical Collaboration

PROFESSIONAL EXPERIENCE

Senior Product Designer | Burger King / Restaurant Brands International (RBI) | Feb 2024 - Present

Canada & USA | Consumer/B2C | Mobile, Web & Kiosk

- Lead end-to-end product design across Burger King digital experiences in Canada and the United States, from discovery and concept exploration through interaction design, prototyping, handoff, implementation, and design QA.
- Designed and shipped ordering, menu, checkout, loyalty, authentication, smart alerts, personalization, deep-linking, and kiosk experiences for products serving **10M+** users.
- Designed a new menu experience with intelligent customization, contributing to conversion improvements of **1.4%-6%** across app and kiosk and **\$5M+** in business impact.
- Led design of a new loyalty experience from the ground up, including challenges, gamification, badges, and reward-engagement patterns.
- Create and evolve scalable Figma design-system components and interaction patterns across app, web, kiosk, and internal/admin tools, partnering closely with Engineering on feasibility, accessibility, and implementation.
- Partner cross-functionally with Product, Engineering, Research, Marketing, Legal, and business stakeholders to translate customer needs and commercial goals into scalable product experiences.
- Use UX analytics, experimentation, and automated validation, including OIPA and Playwright, to inform decisions and help prevent UX regressions.
- Prototype and evaluate AI-enabled customer experiences and AI-assisted design workflows, including conversational and agentic ordering, generative personalization, rapid prototyping, UX writing, and design QA using Claude, Claude Code, ChatGPT, and OpenAI Codex.

UX Lead | Glue IQ | May 2023 - Feb 2024

USA & Canada | Enterprise / Financial Services

- Led UX strategy and design execution for enterprise financial products across the United States and Canada, including work for RBC.
- Managed and supported a cross-functional UX team and partnered with Product, Engineering, and business stakeholders.
- Designed scalable design systems and complex workflows with a focus on consistency, accessibility, usability, and compliance.
- Conducted user research and usability testing to optimize workflows and improve engagement.

Product Designer | Banco Industrial | Dec 2022 - May 2023

Guatemala | Digital Banking

- Owned end-to-end design of core digital banking experiences, including the credit section designed from the ground up.
- Integrated financial education into customer journeys and used research, prototyping, and data-informed insights to improve usability and engagement.
- Led research and prototyping using Figma, Miro, and Maze while collaborating with Product, Engineering, and business teams.

UX/UI Designer | Mutant | Jul 2021 - Dec 2022

Brazil | Telecom / Self-Service

- Designed and optimized large-scale self-service telecom products, supporting revenue growth and reduced operational costs through targeted UX improvements.
- Used A/B testing, analytics, usability insights, and iterative design to refine product performance and customer journeys.

Product Designer | No Letting Go | Jan 2022 - Dec 2022

UK | B2B SaaS | Concurrent project

- Led UX/UI improvements across mobile and web for a B2B SaaS platform and advised on new feature implementation.
- Supported a system migration through stakeholder and user interviews, Nielsen heuristics, usability testing, detailed developer handoff, and UI implementation collaboration using React, jQuery, HTML, and CSS.

Product Designer | Bitennial | Aug 2021 - Jul 2022

Argentina / USA stakeholders | Cryptocurrency | Mobile & Web

- Led mobile and web product design for a cryptocurrency exchange, including user research, journey mapping, usability testing, and sprint demos.
- Built and maintained design-system patterns with React Native collaboration, applying mobile-first and atomic-design principles.

Technical Product Manager | Rour Dev | Apr 2021 - Jul 2022

USA | Multi-client Digital Products

- Led digital products from requirements through delivery, translating client needs into web and mobile experiences and coordinating cross-functional teams.
- Applied research, information architecture, heuristics, personas, journey mapping, service design, and design-system practices across client projects.

EARLIER EXPERIENCE

Front-End Developer | Accenture | Apr 2020 - Aug 2020 - React, JavaScript, HTML, CSS, international Agile delivery. Front-End Developer / Product & Operations Experience | Next Step | Jan 2016 - Jan 2020 - project coordination, process optimization, stakeholder communication, risk analysis, and team leadership.

AI, DESIGN & TECHNICAL TOOLKIT

AI & emerging workflows: Claude, Claude Code, ChatGPT, OpenAI Codex; AI-assisted ideation, rapid prototyping, UX writing, design QA, reusable design workflows, conversational UX, agentic experiences, and generative personalization.

Design & research: Figma (Design Systems, Variables, Conditionals, Components, Auto Layout, Prototyping, Dev Mode), Miro, Maze, Userbrain, Adobe Creative Suite, usability testing, A/B testing, accessibility/WCAG.

Development & quality: JavaScript, TypeScript, React, React Native, Node.js, Python, HTML, CSS, Tailwind, Bootstrap, Playwright, Git.

Product & delivery: Product strategy, UX analytics (OIPA), Agile, Scrum, Jira, stakeholder management, developer collaboration, localization/internationalization.

EDUCATION & CERTIFICATIONS

Product-Led Growth - BTX, Brazil, 2022 | Full Stack Developer - Henry, Argentina, 2020 | Information Systems Technical Degree - ISO, Argentina, 2014 | Certified Scrum Master - EIT, 2019

LANGUAGES

Spanish - Native | Portuguese - Bilingual | English - C1 Advanced