



# Leonel Silva

Product & Accessibility Designer

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Asturias, Spain.

## About Me

I have extensive experience **finding solutions to complex UX, Product & Accessibility problems within SaaS or Apps through collaboration with distributed cross-functional teams.**

I have extensive experience working as the sole designer, primarily in startup environments.

## Skills & Tools

- UX Strategy
- User Research
- Design Thinking
- HTML/CSS/JS
- UI Design
- Accessibility
- Figma, Adobe suite.
- Google Analytics, Amplitude.
- Hotjar.

## Experience

- Product Designer - UX/UI Designer** 2024 - Present  
[Freelance](#)  
 UX Research, task flow improvements, design systems, Lo-Fi / Hi-Fi /HTML prototyping, HTML components, UI design, wireframes, competitive analysis, user interviews and surveys, accessibility, microinteractions, and animations.
- Product Design Leader / Remote** 2022 - 2023  
[Workia Solutions](#)  
 Led UX strategy for HCWork (B2B HR SaaS, 50k+ users, 6 countries). Improved usability, redesign UI & Dashboard, **reduced components complexity, boosted conversions 35%, user satisfaction 60%.**
- Product Designer / Remote** 2021 - 2022  
[Rollio AI](#)  
 Led Rollio CRM design (150+ businesses). Redesigned UI & Dashboards, **boosted conversions 15%. Validated designs with users, built design system, ensured React compatibility.**
- Product Designer / Remote** 2021 - 2021  
[Gamma Communications](#)  
 Streamlined Gamma Horizon (B2B telephony). **Reduced complex flows 50%, sped up tasks 20%**, improved navigation. **Boosted sales productivity** via automated flows.
- Product & Accessibility Designer / Remote** 2020- 2021  
[Azumo](#)  
 CSR3: Player management system, **+20% engagement, -50% promo steps, +15% satisfaction.** Audited tasb.org & chaivault.com for WCAG 2.1 A-AA. **Reduced accessibility issues 90%** (tasb). Supervised devs code, validated with tools & users.
- UX Designer / Remote** 2020- 2020  
[Portrait](#)  
 Portrait: Cosmetics platform. **-15% purchase flow time, +10% sales, -30% appointment flow steps, -30% user frustration.** New inventory system optimized flow for regulated products.
- Product & Accessibility Designer / Remote** 2017- 2020  
[Azumo](#)  
 ACE: Chatbot training, **+70% user satisfaction, -30% model test time.** ChaiVault: **-15% support tickets, -20% upload time.** FirstPerson/Harver: **WCAG 2.0 AA compliance**, streamlined test creation.
- UX Designer / Remote** 2016- 2017  
[Illumin \(Formerly AcuityAds\)](#)  
**Optimized real-time ad creation and geolocation flows.** Collaborated on React implementation from XD designs.

Education: Certificate in Web Page Development 2024  
[SmartMind](#)

Bachelor of Graphic Design 2010 - 2014  
[José María Vargas University](#)

Languages: English C1 | Spanish C2