

ALLAN LEONE

Senior Product Design · UX · UI
Frontend Developer · PM/PO
London, UK

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PROFILE

Senior Product, UI & UX Designer, frontend engineering with 20+ years experience Digital delivery in startups, agencies, healthcare, enterprise clients, consultancy, and crypto market. Proven ability to operate at both strategic and execution layers: defining direction, structuring systems, leading teams, and shipping high-fidelity work under pressure. Ready for management, product ownership, and decision-making roles where design directly impacts business outcomes.

CORE VALUE

- Design leadership grounded in delivery, not theory
 - High-fidelity execution speed without sacrificing system integrity
 - Cross-functional fluency: design, engineering, marketing, stakeholders
 - Comfortable owning decisions, trade-offs, and accountability
 - Experienced managing people, scope, priorities, and quality
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PROFESSIONAL EXPERIENCE

Product Designer – Lace / IOG

Sep 2022 – Present

Lead end-to-end product design, from problem framing to high-fidelity delivery. UX, UI, interaction design, and alignment with business objectives.

Key Impact

- Led and guided design teams, enforcing consistency, quality, and delivery standards
- Defined and maintained design systems and brand alignment across products
- Worked directly with development, marketing, and management to ensure feasibility and strategic fit
- Delivered production-ready designs under fast-paced, high-expectation environments

Senior UX/UI Designer – OVAC

Dec 2021 – Dec 2022

Designed user-centred digital products for healthcare and public sector clients, including NHS projects.

Key Impact

- Conducted user research, wireframing, prototyping, and usability validation
 - Designed web and mobile interfaces using Figma at production level
 - Built internal toolkits, prototypes, and interactive assets (Figma, HTML, CSS)
 - Produced executive-level product presentations and interactive video content
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Senior UI Designer – The Bridge (Agency)

Aug 2018 – Dec 2021

Lead UI designer across multiple client accounts, operating close to product, engineering, and QA.

Key Impact

- Owned UI and UX design across web and mobile products
- Built and evolved design systems, prototypes, and interaction patterns
- Contributed to frontend structure (HTML, CSS, JavaScript) and backend integration reviews
- Participated in QA analysis and delivery validation

Awards (Agency Level Contributions)

- UK Agency Awards – Most Innovative Agency
 - B2B Marketing Awards – Best Sales Enablement Initiative
 - Digital Impact Awards – Best Innovation; Best Use of Digital (Engineering); Best Use of Digital (Food & Beverage)
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UI/UX Designer & Frontend Developer (Contract / Self-Employed)

Feb 2018 – Jul 2018

Delivered full-stack interface solutions for client projects.

Key Impact

- Designed and developed responsive web applications (React, HTML5, CSS3)
- Produced mobile app prototypes using Adobe toolchain
- Led a small distributed freelance team during a six-month engagement
- Managed scope, costs, timelines, requirements, and delivery risks

Front End Programmer Analyst – Falconi I.T. Solutions

Aug 2014 – Nov 2017

Worked within enterprise delivery teams building and maintaining production software.

Key Impact

- Developed and maintained applications aligned with business requirements
 - Frontend development using AngularJS, React, HTML5, CSS3, JavaScript
 - Created visual identities and prototypes for new products
 - Operated within experienced, senior engineering teams, raising technical rigor
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UI/UX Designer – Senac

Jan 2013 – Feb 2014

Designed and implemented user interfaces across web platforms.

Key Impact

- Produced wireframes, flows, prototypes, and high-fidelity layouts
 - Implemented UI components using HTML, CSS, and JavaScript
 - Iterated designs based on user feedback and usage data
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EARLIER EXPERIENCE

Webmaster — Apr 2010 – Jan 2012

Art Director — Jan 2008 – Apr 2010

I.T. Instructor — Mar 2003 – Jan 2008

These roles built the foundation in systems thinking, visual communication, and technical literacy that underpins current leadership capability.

EDUCATION

- Bachelor of Marketing and Advertising
- Certificate Program – I.T. and Business Management

SKILLS

Design & Product

- Product Design, UX, UI, Interaction Design
- Design Systems, Design QA, Design Sprints
- Wireframing, Prototyping, Usability Testing
- Responsive Design, High-Fidelity Execution
- Vibe Coding, AI technologies, etc

Tools

- Figma, Adobe XD
- Photoshop, Illustrator, InDesign
- After Effects, Final Cut Pro, Pixelmator

Frontend & Engineering

- HTML5, CSS3, SCSS, PUG/JADE
- JavaScript, TypeScript
- React, Vue, AngularJS
- GitHub, Docker, Visual Studio Code
- Antigravity, Visual Code, Codex (GPT)

Platforms & Services

- Miro, Balsamiq, Salesforce
- WordPress, Wix, Editor X
- Jira, Discord, Slack
- User Research Tools
- Stable Diffusion

POSITIONING

Senior individual contributor with proven transition into leadership, team guidance, and decision ownership. Suitable for Lead Designer, Design Manager, Head of Design, Product Owner, Product manager or Product leadership tracks where execution credibility is mandatory.