

Gabriel Leal

Service Designer

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SUMMARY

I'm Gabriel, a Brazilian designer based in London. My passion lies in using design to create positive and impactful experiences for people. With a specialization in service design, I bring a unique skill set and mindset to my work. Growing up, I was privileged to be exposed to many cultures and viewpoints. This has helped me develop a strong sense of empathy and the ability to connect with people from all walks of life.

WORK EXPERIENCE

Service Designer

Jan 23 - Present

Freelance, London

- As a service designer, I apply design thinking principles and user research methodologies to create positive change for nonprofit organizations.
- Employ a human-centred approach to design, prioritizing the needs and experiences of users to develop solutions that meet their requirements.
- Leverage design and technology to drive innovation and improve the overall user experience for nonprofits, enabling them to serve their communities better.

Achievements as a Freelancer

- Increase 3x monthly site visits for The Boury Academy after redesigning and digitalising service offerings.
- Centralised room management, booking and marketing for the staff at The Boury Academy.
- Helping Respeito digitalise their case management system to facilitate search, outcome documentation, generation of insights and creation of impact reports.
- Developing a new service with Respeito which will help the Portuguese-speaking community in Lambeth access free services in their language.
- Complete digital migration from paid services (email, cloud, project management) to free for charities at Respeito.

Digital Services Assistant

Jan 18 - Jul 21

Warden Park Academy Trust, Haywards Heath

- Contributed to the operational management of hardware, networks, and systems.
- Conducted hardware maintenance, offered help desk support, and managed network administration.
- Production of digital content and website management.

Multimedia Designer

Aug 15 - Nov 18

UFC Virtual, Brazil

- I oversaw a team responsible for the design, development, execution, support, and marketing of projects.
 - We built visuals for long-distance education courses to strengthen our brand identity and promote recognition in our target audiences.
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EDUCATION

Master in Design Management

2022

Istituto Europeo di Design - Barcelona - Spain

Service Design Projects

- Visionary Health Services - With CERN, ESADE, UPC & IED
- The Boury Academy Final Thesis - With The Boury Academy CIC
- Making transport more accessible and inclusive for passengers - With Siemens Mobility

Bachelor in Digital Systems & Media

2013 - 2017

Federal University of Ceara - Fortaleza - Brazil

SKILLS

Service Design	Design Research	Digitalization	Design Thinking
Design Strategy	Systems Mapping	Project Management	User Experience

DIGITAL TOOLS

They Do	Google & Microsoft	Otter / Descript	Figma & XD
Miro / Mural	Adobe Ai & Ps	Trello / Notion	Slack / Discord

VOLUNTEERING

Outreach Volunteer

Apr 23 - Present

Inaglobe

I engage with professionals in different industries, representatives from non-profit organizations, and educational stakeholders to raise awareness about Inaglobe's work and explore partnership opportunities.

Research Designer

Mar 23 - Present

Humanitarian Designers

I am responsible for understanding the needs of our users and translating those needs into insights that help the rest of the team enhance the user experience and functionality of our website.