

# Leticia Suarez

MSc Sustainability / Product Design / Industrial Design

With over 13 years of dedicated design practices, I've developed my craft as a product designer, specializing in UX/UI design, industrial design and eco-design. Merging my hands-on experience and knowledge in design, sustainability and manufacturing processes allows me to generate innovative ideas and proposals that contribute to the development of user-centred design solutions.

Recognized for being an engaging, analytical, and collaborative team member adept at both independent work and group environments. Thriving in dynamic settings, I demonstrate strong organisation, innate curiosity, and an energetic, solution-oriented approach.

## Product Designer & Sustainable Design Strategist

Contract Based Projects - Remote (09/2019 - Present)

- Working closely with clients in different industries from a real estate cloud-based software organization to environmental and climate action projects.
- Analyzing and evaluating the existent information architecture to establish a baseline from which process flows, site maps and user stories can be created.
- Developing heuristic reviews that identify user flow deficiencies and lead the design process of the product while optimizing the user experience.
- Designing and implementing style guides that are modular and follow a systems thinking principles to establish efficiencies across all teams.
- Creating prototypes that follow the style guide’s parameters to present design concepts and reduce frictions in the jobs to be done by the users.
- Managing, documenting and presenting the design work on a weekly basis to different stakeholders to align priorities among the different teams.
- Attending meetings with existing and potential clients to listen to their necessities, and document impressions and feedback into action points.

## UX Designer

ExpatBuddy, Remote - TX (04/2022 - 02/2023)





- Initiating research protocols from the discovery stage followed through the implementation of prototypes to validate concepts before production.
- Executing user interviews and analyzing their existing customer journeys to improve the user retention rates, and value proposition of their product.

## UI/UX Designer

Energime University, Remote - NY (03/2021 - 07/2022)

- Worked in collaboration with a multidisciplinary product team for the creation of a virtual student platform to teach students sustainable practices.
- In charge of designing wireframes, UI mock-ups, prototypes and graphic elements to successfully engage users into learn and having fun.
- Worked closely with the CEO to establish and align the organisation’ vision and mission strategies to the Sustainable Development Goals.
- Support food security initiatives for New York City through the implementation of Aquaculture Systems designed by Professor Michael B. Timmons from Cornell University.

## Contact

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## Skills

• Figma	• Webflow
• Adobe CC	• Basics HTML & CSS
• Illustrator	• Asana / Trello / Jira
• Photoshop	• Zeplin
• XD Adobe	• InVision
• InDesign	• Miro & Mural

## Education

### MSc Sustainability, Entrepreneurship and Design

Brunel University London with Distinction	(2019-2021) London, UK
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### BFA Industrial Design

Montclair State University Summa Cum Laude	(2007-2010) NJ, USA
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## Certificates

### UX/UI Design

CareerFoundry	2021 - 2022
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### Carbon, GHGs, Foot Printing, Accounting and Management

IEMA Approved	06/2021
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### Linear to Circular Economy Programme

Ellen MacArthur Foundation	12/2020
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### Intro to Auditing and Evaluating Behaviour Change

IEMA Approved	07/2020
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## Volunteering

### The Climate App

UX Designer	(since 08/2022)
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### Incredible Edibles - Skipton

UI/UX Designer	(since 03/2022)
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## Sustainability and Design Manager

ReCyrcl, Remote - London (10/2020 - 02/2022)

- Defined project study scope, goals, and deliverables in the areas of material processing and circular product design.
- Implementation of LCA and Eco-design principles for the design of circular products while challenging their socio-environmental benefits.
- Undertook the development of ReCyrcl’s collection mobile app to redesign the user interface, adjust user flows and wireframes to ensure an UCD product.

## Professional Placement

Monkito Bru & Bake - London (02/2020 - 06/2021)

- The main objective of this study was to investigate and understand the main environmental challenges during beer production through literature review, life cycle assessment, and small-scale home brewing experiments for the gathering of quantitative data and empirical learning.
- Quantitative data from LCAs found in the literature were compared to a self-executed homebrewing LCA which validated that the main environmental impacts come from the water and energy demand, and by-products.
- It was found that a 60% reduction in water demand could be accomplished by eliminating the cooling step during the beer production; energy efficiencies could be achieved by adding a hydrodynamic cavitation reactor.
- The upcycling of wet spent grain into flour showed a comprehensive solution with environmental benefits and business opportunities.

## Luggage Industry - Senior Industrial Designer

Samsonite, Boston - USA (06/2014 - 09/2019)

- Led the Samsonite brand, soft side category, keeping daily communication with marketing, sales, and overseas’ team while travelling 1 to 3 times to China.
- Introduced and pioneered sustainability awareness in the products and culture of the company by pushing for the usage of recycled PET fabric in the manufacturing of luggage.
- Researched market opportunities, executed competitor analysis, and tested prototypes to inform the design process on user needs and behaviour.
- Gained valuable insights into consumer behaviour and user experience by researching market trends, conducting competitor analysis, and user testing.
- Developed luggage structures, packing experiences and new components through multiple prototypes in collaboration with the inhouse shop.
- Gained two design patents (lu 29/628,103 - lu 62305503) through the design, engineering, and fabrication of construction frames for soft side luggage bringing efficiencies in the assembly line and longevity of the product.

## Toy Industry - Assistant Design Manager

Toys R Us, Wayne - USA (03/2011 - 06/2014)

- Designed and managed multiple lines of early development wooden products, educational toys, arts and crafts, and furniture under the Imaginarium brand.
- Lead the design team to create Bruin’s brand vision through the creation and application of a style guide for infant and pre-school collections.

### Contact



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