

Leslie Winston III

SEE MY WORK ↗

Senior product designer turning ambitious ideas into intuitive digital products

EXPERIENCE

Founding Product Designer

Sats Terminal • Coinbase & Binance-backed *Aug 2025 - Present*

- Own end-to-end design across Sats Terminal’s Bitcoin products, simplifying complex lending and DeFi mechanics into intuitive user experiences.
- Built and evolved the product’s design system and visual language which was applied across product and marketing touchpoints.
- Designed growth and engagement experiences across referrals, rewards, onboarding, and lifecycle flows, using research and iteration to reduce friction.

Senior Product Designer

Bubble *Sep 2023 - Oct 2024*

- Shipped Premium-Feature surfacing and branding (usage nudges, paywalls, feature trials) that positively lifted free-to-paid conversion.
- Drove Education Strategy: progressive hints, in-context docs, and mobile onboarding that teach non-technical builders without breaking flow.

Product Design Associate

Techstars Accelerators *Nov 2021 - Mar 2023*

- Lead design partner for 15 + startups across Equitech and Web3 programs.
- Created high-fidelity trading dashboards, WalletConnect flows, ENS-related UI, wallet UI, payment UI, pitch decks and more for blockchain start-ups.
- Established robust design systems that enabled founders to continue iterating after demo-day without a full-time designer.

Product Designer

Breakerbox *Jan 2020 - Apr 2021*

- Researched, designed, prototyped, and tested new digital experiences for electricity procurement and management; reduced quote time by 95%.
- Created static and animated branding assets for our digital presence.

Design Fellow

IDEO CoLab *Jan 2019 - Aug 2019*

- Designed prototypes at IDEO’s R&D lab to address macro-social trends including the expanding gig economy, blockchain-based prediction markets, and smartphone adoption in low-literacy contexts.
- Collaborated with visual artists, business strategists, and full-stack engineers to create viable digital products for Fortune 500 clients.

Lead Designer & Founder

Channel Zero *Apr 2019 — Present*

- Facilitate client success through effective “zero-to-one” product design, enabling a combined \$10M in funding for clients and \$1M in gross merchandise value handled in clients’ applications.

EDUCATION

B.S. Computer Engineering

North Carolina A&T

School of Architecture Syracuse University

Transferred after 1 year of study

SKILLS

UI/UX Design	Prototyping
Visual Design	Data Viz
UX Research	Motion Graphics
User Testing	Micro-Animations
Design Thinking	Interaction Design
Service Design	

TOOLS

DESIGN

Figma
MagicPath
After Effects
Lottie
Spline

DEV

Cursor
HTML
CSS
JS
Webflow
Flutter
Swift

CONTACT

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