

Joelson Leal

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SUMMARY

Senior Product Designer and Product Strategist with over 8 years of experience creating scalable, user-centered digital products. I bring a strong mix of systems thinking, design leadership, and cross-functional collaboration to solve complex problems with clarity and purpose. I've led design across high-impact platforms, shaped strategy in fast-paced environments, and contributed to systems that support accessibility, localization, and trust. I'm focused on building thoughtful products that grow with users and contribute to inclusive, forward-thinking design cultures.

EXPERIENCE

hello.cv, **VP of Product Operations**

Jan 2024 - Sep 2024

Led initiatives to optimize digital operations for the .CV TLD, enhancing user support channels for local and international customers.

Focused on automating support processes and developing targeted knowledge bases, improving efficiency and user satisfaction. Designed seamless interactions for a diverse user base, contributing to smoother user experiences on a large scale.

Bonako, **Lead Designer**

2016 - 2019

Led design efforts for multiple digital products, including Muska, MyUnitel, RTC App, and Passafree, focusing on creating consistent and enjoyable user experiences.

Collaborated closely with development teams using React, TypeScript, and Flutter to ensure high-quality, user-friendly interfaces across platforms.

Excelled in translating complex requirements into simple, intuitive designs that enhance user engagement and satisfaction.

Ministry of Culture and Creative Industries, Government of Cabo Verde, **Advisor for Marketing and Brands**

2019 - 2019

Developed and implemented digital strategies and campaigns to promote cultural initiatives.

Gained valuable insights into aligning design and brand goals to strengthen user engagement and experience.

Cabo Verde Digital, **Design and Innovation Manager**

2018 - 2020

Played a key role in establishing a digital ecosystem in Cabo Verde, leading various design projects and supporting digital transformation efforts.

Collaborated with a multidisciplinary team to drive innovation and ensure high-quality digital interactions.

EDUCATION

Goldsmiths, University of London

MSc in User Experience Engineering • 2024 - Present

Chevening Scholar (2024-2025 Academic Year)

Arizona State University

Certificate in Public Management • 2022 - Present

Mandela Wahsington Fellowship

University of Cabo Verde

BSc in Multimedia Design and Communication • 2010 - 2014

LICENSES & CERTIFICATIONS

Foundations of User Experience (UX) Design

Google • Issued Mar 2023

SKILLS

Figma • HTML • CSS • User Experience (UX) • UX Research • Usability Testing • Project Management • User Interface Design • Interaction Design • Product Design

HONORS & AWARDS

Chevening Scholarship

Foreign, Commonwealth and Development Office • Jul 2024

Chevening Scholarships are prestigious, fully-funded awards that empower exceptional emerging leaders from around the world to pursue one-year master's degrees in the UK. The programme seeks individuals with passion, innovative ideas, and the potential to lead positive change. Scholars benefit from academic and professional development, cultural immersion, and lifelong connections with the UK.