

Mario G. Leigh

Product Designer

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Experience

Product Designer | Strivve Inc.

Nov 25 - Present, Redmond WA

- Own end-to-end UX design strategy, aligning product, engineering, and executive leadership on a cohesive design direction
- Led full redesign of Strivve's marketing website, restructuring IA and messaging to clearly position a complex multi-product fintech ecosystem
- Built and scaled the Endeavour design system across multiple products establishing shared components, tokens, and interaction patterns

Visual Designer II | Firstech LLC

April 22 - Present, Kent WA

- Architected the Momento design system, unifying visual language across digital products and cutting production time by ~50%
- Led end-to-end redesign of the Momento website, from UX research and journey mapping to high-fidelity UI and developer handoff
- Drove design across 4 product launches; the M8 line became the brand's most successful launch in 10 years, doubling the sales record within 3 months

Visual Designer | Freelance

May 20 - Present, Remote WA

- Delivered end-to-end branding for diverse clients logos, identity systems, and positioning that cut through competitive markets
- Built high-fidelity Figma prototypes that enabled usability testing and stakeholder validation before development began

Visual Designer | Watson

Jul 21 - Mar 22, Poulsbo WA

- Led end-to-end branding projects for diverse clients, designing memorable logos and cohesive visual identity systems that successfully positioned their products in the market.
- Established and managed foundational brand asset libraries and style guides, ensuring visual consistency and design cohesion across all digital products and marketing materials.

Skills

User research, visual design, usability testing, design systems, design tokens, cross-functional collaboration, interaction design, wireframe, prototyping, mockups, user flows, UX strategy, product management, 3D modeling/rendering, teaching and mentoring.

Tools

Core UX/Design

User research & usability testing, Interaction design & information architecture, Wireframing & prototyping, High-fidelity UI design, Design systems & component libraries, Design tokens, Accessibility (WCAG standards), Responsive & mobile-first design

Research & Strategy

Journey mapping & user flows, Competitive analysis, A/B testing, Data-informed design decisions, Jobs-to-be-done (JTBD) framework, Heuristic evaluation

Collaboration & Process

Cross-functional collaboration (eng, product, exec), Agile/Scrum workflows, Developer handoff, Stakeholder presentations, Design critiques & feedback loops, Design thinking facilitation

Tools

Figma, FigJam, Miro, Maze, Webflow, Framer, UserTesting, Hotjar, Jira, Photoshop, Illustrator, After Effects, Cinema 4D, Redshift

Bonus Skills

AI-assisted design workflows, Prompt design/conversational UX, Design for LLM/AI products, Design operations, Systems thinking at scale