

Leonardo Tavares

UX DESIGNER · PRODUCT DESIGNER

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JOURNALISM

2007 – 2015

LABORATORY QUALITY CONTROL

2019 – now

UX & PRODUCT DESIGN

2025 →

01 Profile

Digital Design postgraduate student at TU Dublin with professional experience in television journalism, photography, laboratory quality control, and visual communication.

As a former TV reporter and communications professional, developed strong skills in research, interviewing, information synthesis, and communicating complex ideas to diverse audiences. Combined with experience in structured laboratory environments, this background brings a research-driven and analytical approach to Product Design, UX research, interaction design, and prototyping.

Early technical education in Information Technology provided exposure to web technologies, programming fundamentals, and digital systems.

02 Experience

Quality Control Laboratory Technician

2019 – Present

Irish Tar & Bitumen Ltd · Dublin, Ireland

- Review and approve technical data against strict quality standards, maintaining accuracy and full traceability across audit trails.
- Analyse test results to identify inconsistencies, supporting data-driven decisions and continuous process improvement.
- Document and manage structured testing workflows and reporting through digital systems within a tightly regulated environment.
- Collaborate across teams under deadline pressure to support operational efficiency and reliable outcomes.

Journalist, Reporter & Communications Professional

2007 – 2015

Various organisations · Brazil

TV Rio Sul – Rede Globo · MAC Productions · Bicicleta Comunicação · TV Câmara · Channel 36 – NET · TV RIC Record

- Conducted reporting, interviews, and research across television and digital media, building strong investigative, communication, and information-synthesis skills.
- Structured complex information into clear narratives, adapting tone and format for different audiences and platforms.
- Coordinated with crews, editors, and external stakeholders to deliver content under tight, high-pressure deadlines.
- Made editorial decisions on accuracy, relevance, and consistency across multiple media outlets.

Additional Experience — Hospitality and customer service roles in Ireland while studying English. 2015 – 2019

03 Product Design Projects

FramePlan · Product Design Case Study

TU Dublin · 2026

- Designed a mobile planning app for freelance photographers, addressing fragmentation across scheduling, client communication, references, and project-management workflows.
- Produced the end-to-end UX: user flows, wireframes, and an interactive Figma prototype validated against real user needs.

Living Bog Archive · UX & Product Design Project

TU Dublin · 2026

- Designed a cultural and educational platform on Irish bog heritage, leading the information architecture and content design.
- Mapped end-to-end user journeys and built accessible, structured content experiences across the core pathways.

STRIDE Mobile Checkout · Interaction Design Case Study

TU Dublin · 2026

- Designed a mobile checkout flow for a footwear brand, focused on reducing friction across guest and returning-customer journeys.
- Prototyped multiple states — including error handling and edge cases — to keep the purchasing experience clear and usable.

04 Education

Postgraduate Diploma in Digital Design

Sep 2025 – Jun 2026 (in progress)

Technological University Dublin (TU Dublin)

Interaction Design · Design Research · Prototyping & Visual Systems · AI for Designers

Postgraduate Diploma in Photography

2024 – 2025

Photography Academy of Ireland

Specialisation in portrait and conceptual photography, with experience developing research-led visual projects.

BA, Social Communication (Journalism)

2004 – 2007

UBM – Centro Universitario de Barra Mansa - Brazil

Foundation in research methodology, narrative structure, audience analysis, and editorial communication.

Technical Diploma in Information Technology

1998 – 2001

Colegio Volta Redonda – Brazil

Studied programming fundamentals, HTML, Java, databases, systems analysis and computer networking.

05 Languages

Portuguese — Native

English — Professional working proficiency

06 Core Skills

RESEARCH & STRATEGY

User Research
Competitive Analysis
Usability Principles
Information Architecture

DESIGN & INTERACTION

User Flows
User Journey Mapping
Wireframing
Prototyping
Interaction Design

TOOLS

Figma
Miro
FigJam
AI-Assisted Design