

# Yuriaski Leyva

Product Designer

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Talented Product Designer with successful track record of optimizing user experience via simple navigation, engaging content, and dynamic design. Proficient at combining creative and usability viewpoints, resulting in world-class Web and mobile applications. Experienced in boosting user engagement for well-known brands and software houses. Recognized for managing complex projects from initiation to completion and providing compelling user experience while enhancing brand loyalty and client satisfaction.

## Technical Proficiencies

**Tools:** Figma: Most mastered, Illustrator, Photoshop, After effects, Krita.

**Areas of Expertise:** UX & UI Design, Project Management, Interaction design, Motion Design, Wireframing, Prototyping, User research & flows, Usability testing, Illustration, Vector illustration & optimization for Web, Digital drawing, Branding, Cross-functional Collaboration, Usability Protocols, Requirements Definition, Graphics Animation.

## Career Experience

### Product Designer, Cuban engineer, Havana, Cuba

2018 – Present

Served as a product designer for one of the biggest software houses in Cuba.

- **Alldone** (<https://alldone.app/>): A gamified and modern task management app.
  - Liaised with the client to determine requirements and reach the desired product.
  - Oversaw all aspects of project management, including managing a team of four developers.
  - Created and maintained the design system in Figma.
- **Cally**: Digital calendar creation:
  - Automated planning and scheduling by digitally developing personalized calendars and delivered to clients in collaboration with two developers.
  - Successfully delivered project on time while meeting all requirements by creating necessary user interfaces.
- **Cuban.Engineer** (<https://cuban.engineer/>): A platform dedicated to recruit the best talented Cuban engineers.
  - Built more structured and user-friendly Web app by improving the whole app based on the results of UX and UI research.

### UX/UI Designer, Kaiko Systems GmbH, Havana, Cuba

2020 – Present

Acted as UX/UI Designer for a Germany based company that leverages manual operations to generate real time insights for maritime shipping companies.

- **Kaiko Systems** (<https://www.kaikosystems.com/>):
  - Improved information architecture and user flows of two apps, resulting in enhancement of data gathering and storage.
  - Developed a Design System in order to update the applications and add new features, which resulted in the development team adding more functionality in less time and with fewer rollbacks, while also making the apps more appealing and professional.
  - Secured more clients due to exceptional performance in this project.

Served as a member of great development teams and undertook challenging projects as a Product Designer.

- **Apklis (<https://www.apklis.cu/>):** Official Cuban Android Apps Store, one of the biggest projects in Cuba.
  - Directed the whole project from conception to completion, including brand design, by serving as a team lead.
  - Performed User research, UX, UI, Interaction Design, animations, and high fidelity wireframes with clickable prototypes.
  - Successfully upgraded two apps, one web-based and one native Android, via collaboration with a development team comprised of four developers.
  - Achieved 8,265,269 downloads.
- **Picta (<https://www.picta.cu/>):** Official Video Streaming Service of Cuba, one of the biggest projects in Cuba.
  - Headed the entire project as the lead product designer and worked on Brand Design, User Research, UX, UI, animations, and the high fidelity wireframes with clickable prototypes.
  - Achieved 1,031, 216 downloads.
- **Riegolandia:**
  - Developed and executed game application similar to the Goose Game with seamless functionality.
  - Completed the project using Unity and a design that blends 2D and 3D elements in collaboration with a developer and a 3D designer, as well as interface design and 2D illustrations.

## Additional Experience

### UX/UI Designer - Freelancer, Havana, Cuba 2015 – 2016

- **How to towing:** Developed cross-platform application using Xamarin as a UI Designer.
- **Baby Up:** Delivered engaging and user-friendly mobile application to manage school operations.
- **Saz5:** Established an online store with a wide range of categories by creating original vector images to illustrate each category of the store and optimize for use on the web as an Illustrator.
- **Lávame:** Launched a web application to manage laundries and facilitate finding and use.

### Software Developer, Computer Sciences University, Havana, Cuba 2014 – 2015

- **Cuban Neuronavigator:** Significantly contributed to development of a neuro-navigator (Cuban Neuronavigator) prototype to assist neurosurgeons and psychiatrists.

## Education

### B.Sc. in Computer Science

Computer Sciences University UCI (<https://www.uci.cu/>) |Havana, Cuba, 2015

## Languages

**Spanish:** Native

**English:** Reading, Writing and Speaking advanced skills