



# Leonardo Burlamaqui

## Hands-on Design Leader & Enabler

I am an adept design practitioner skilled in navigating complex challenges from product discovery to delivery. With extensive experience in identifying opportunities and integrating digital and analog realms, I craft seamless, innovative experiences aligning customer needs with business objectives.

linkedin.com/in/leoburla  
+61 402 791 360

aflux.in  
hello@aflux.in

### Recent Experience

#### Westpac Group

2020.03 – Present

Leading consumer lending UX/UI, broaden by expertise in business banking, retail life insurance, and wealth management. Crafting human-centred strategies & features to elevate the end-to-end customer experience.

#### HCL Technologies

2018.11 – 2020.03

Led design strategy, development, & delivery for clients like Commonwealth Bank, Colonial First State, Cricket Australia, & United Overseas Bank. Defined scopes & solution requirements, managed stakeholders, facilitated workshops, & produced insights-driven CX/UI artefacts.

#### Qantas

2018.03 – 2018.11

Crafted design strategy for Qantas Money products (travel money, credit cards) in a lean setup. Included product planning, user feedback analysis, stakeholder management, UX deliverables, and usability advice.

#### NRI ANZ

2017.06 – 2018.03

Conducted discovery for BPAY Group & Northern Beaches Council, facilitated workshops for Qantas. Led customer-centric strategy, solutioning & delivery of Macquarie Bank's tools. Planned projects, defined scope, gathered requirements. Managed stakeholders. Employed various user research methods. Produced CX/UI output.

#### Deloitte Australia

2017.03 – 2017.06

Developed AMP's insurance tools with design-led strategies using Agile. Planned projects, defined scope, facilitated stakeholder collaboration. Utilised diverse user research methods. Delivered UX assets including personas, user journeys, wireframes, and prototypes.

#### NBN Co

2015.10 – 2017.03

Led design team. Strategised, built, and delivered NBN Co's systems, mainly mobile. Defined scope, gathered requirements, managed stakeholders. Applied various user research methods. Provided CX/UI assets. Offered usability, accessibility, and tracking recommendations.

#### Havas Host Australia

2014.03 – 2015.10

Led team. Developed UX strategy for Defence Force Recruiting's web presence. Consulted for IBM, PayPal, Virgin Mobile Australia. Defined scope, gathered requirements. Employed diverse user research methods. Produced UX assets like personas, scenarios, site maps, wireframes, prototypes, content audit, functional specifications. Provided tracking and SEO suggestions.

#### VML ANZ

2013.10 – 2014.02

Led design strategy for Commonwealth Bank and Kellogg's promotional websites. Defined scope, gathered requirements, and employed user research methods. Produced UX deliverables including personas, site maps, wireframes, and SEO recommendations.

### Skills

Design Strategy  
Information Architecture  
Interpersonal Skills  
Product Design  
Stakeholder Management  
Usability  
User Interface Design

Human-Centred Design  
Interaction Design  
Problem Solving  
Relationship Building  
Team Management  
User Experience (UX)  
UX Research

### Education

#### University of Sydney

2013 – 2018

PhD Candidate, Engineering (Incomplete)

#### ESDI - UERJ

2010 – 2012

MSc, Design

#### EPGE - FGV

2000 – 2001

Postgraduate, e-Business

#### ESDI - UERJ

1995 – 1999

BA, Industrial Design