

Leon Barnard

Senior User Experience Specialist

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Experienced, strategic UX/Product Designer with a Master's degree in Human-Computer Interaction. Proven success working cross-functionally with engineers, product managers, and researchers to deeply understand user needs and deliver useful, intuitive design solutions. Co-author of *Wireframing for Everyone*, published by A Book Apart.

Strengths: UX/UI Design • Human-Centered Design • Collaboration • Agile • HTML & CSS • AI/LLMs

EXPERIENCE

UI/UX Human Centered Design Specialist | Nov 2024 - present

GDIT | Remote (California)

- Redesigning a legacy application for the U.S. court system using Figma wireframes and prototypes, and adhering to the U.S. Web Design System and accessibility guidelines.
- Collaborating with client stakeholders, subject matter experts, and business analysts to understand use cases, think creatively, and get feedback on user interface design proposals.
- Using Artificial Intelligence (AI) and LLMs as a design partner to explore novel design directions.
- Increased buy-in for design best practices by presenting an overview of Human-Centered Design methodologies to high-level stakeholders and decision-makers.

UX Design Education and Documentation Lead | Nov 2012 – Mar 2024

Balsamiq | Remote (California)

- Led the design and strategy of Balsamiq's UX education platform, developing and coordinating 100+ pages of articles, videos, and courses about wireframing and interface design.
- Maintained and updated content templates and styles using JavaScript/Node.js, HTML, and CSS.
- Drove the UI/UX design of a Git-based, static documentation site for easier editing, better scalability, and end user experience.
- Co-authored and served as lead editor for the book *Wireframing for Everyone*, published by A Book Apart, emphasizing designer ownership and working from the interface first.
- Successfully managed projects and supervised a team in a distributed, remote-first organization.

Senior Product Designer | Dec 2011 – Jul 2012

OptimisCorp | Los Angeles, CA

- Designed and built UI components using HTML and CSS for a SaaS platform, working side-by-side with developers to expedite delivery using an Agile methodology.
- Conducted user research and developed task-oriented wireframes and information architecture diagrams for healthcare applications.
- Accelerated projects by writing UI copy and establishing a design system to improve consistency.

Lead Product Designer | Jun 2010 – Nov 2011

Pharmacy OneSource (acquired by Wolters Kluwer Health) | Madison, WI

- Translated complex business requirements into UI solutions, collaborating closely with developers and product managers.
- Wrote Agile user stories to create use cases and developer specifications for a SaaS application.
- Raised customer satisfaction scores by integrating user research insights into the design process.

User Experience Designer | Aug 2008 – May 2010

Ataccama Software | Prague, Czech Republic

- Led a product redesign to pivot from enterprise to B2C, resulting in net profitability.
- Designed interfaces, performed expert reviews, and ran usability studies as a UX team of one.

EDUCATION

Master of Science in Industrial Engineering (Human-Integrated Systems specialization)

Georgia Institute of Technology

Bachelor of Science in Industrial Engineering (Human Factors concentration)

University of Wisconsin - Madison