

Nora Leca

Senior Product Designer + Full-stack Creative

15 years designing digital experiences - from mobile apps, SaaS ecommerce platforms, to games and brands - turning complex ideas into intuitive, human-centered products. I work with cross-functional teams to shape research & strategy into engaging products - from onboarding to retention.

✉ hello@noraleca.com

💻 www.noraleca.com

📍 Toronto area, Canada

🌐 linkedin.com/in/nora-leca

Design Toolkit

PRODUCT DESIGN & STRATEGY

B2B & B2C SaaS design
End-to-end product lifecycle
Product strategy & alignment
Technical feasibility balancing
Cross-functional collaboration
Prototyping & iteration
Design thinking facilitation
AI-assisted workflows & integration

USER EXPERIENCE

User research & testing
Personas & journey maps
Information architecture
User flows & wireframes
Interaction design patterns
Usability & accessibility

USER INTERFACE

Responsive cross-platform UI
Scalable design systems & libraries
Motion design & microinteractions
Implementation-ready designs
Accessibility standards

BRANDING & MARKETING

Brand identity development
Visual design systems
Website & ecommerce design
Content design & curation
Print collateral & packaging
Digital marketing & social media
Email & campaign design

PROFESSIONAL EXPERIENCE

Freelance Product Designer & Full-stack Creative

NORA LECA CREATIVE, JANUARY 2010 - PRESENT (15 YRS)

Strategic partner for early-stage startups to global enterprises to grow their design strengths, leading design & delivery of cohesive, scalable digital product experiences.

- ◆ *Creating modular interface systems and end-to-end user flows for mobile applications, responsive websites for SaaS & ecommerce, and visual design systems for brand identities, print & marketing.*
- ◆ *Working with directors & internal teams to launch & grow projects in AI-powered retail technology, AR & mixed reality retail, aerospace engineering, geoconsultancy & mining, and organic farming.*

Co-Founder & Creative Director

GROWING GOOD CO., JANUARY 2021 – DECEMBER 2024 (4 YRS)

Grew a brand for a small-scale mushroom farm from launch to profitability, with a focus on quality, sustainability, and community engagement.

- ◆ *Developed a comprehensive brand strategy & identity, including an e-commerce website with sales-focused UX/UI design, print collateral, product packaging & photography.*
- ◆ *Managed marketing strategy & social media channels, leading to increased brand engagement and customer interaction.*

Lead Product Designer for Digital Brand Experience

RESONAI, OCTOBER 2021 - SEPTEMBER 2022 (1 YR)

Led design on projects for an enterprise SaaS platform and consumer mobile applications for a digital transformation startup, leveraging innovative & advanced technologies of Lidar scanning, AI computer vision, IoT systems, and AR mixed reality.

- ◆ *Designed & coordinated developer-handoff of complete mobile applications, from information architecture and end-to-end user flows to scalable design systems & responsive interfaces.*
- ◆ *Led designers & worked with cross-functional teams to develop innovative user experiences, optimize usability & accessibility, and increase retention & conversions.*
- ◆ *Directed & executed on brand & marketing growth initiatives to increase client acquisition, including pitch & product decks, editorial design, video production, event collateral, and email marketing.*

Principal UX Designer

GAMELOFT, NOVEMBER 2016-OCTOBER 2020 (4 YRS)

UX Lead on major IP mobile games with Lego and Disney; pioneered & drove cross-functional UX integration and product design practices at an industry-leading AAA studio.

- ◆ *Design leader in large in-house teams from pitch to launch and ongoing maintenance, directing end-to-end product design - including interaction patterns, interface systems, and usability standards - to improve player adoption, retention, and engagement.*
- ◆ *Championed studio-wide UX & design thinking, increasing interdepartmental design collaboration & efficiency, promoting best practices in usability testing, and mentoring through educational presentations, peer mentoring, and school outreach.*

UI/UX & Marketing Designer

BIG VIKING GAMES, JULY 2014-NOVEMBER 2016 (2.5 YRS)

Principal marketing designer for mobile gaming startup; collaborated with product teams and executives for all product content marketing and corporate identity marketing initiatives before transitioning into the product teams as a dedicated UI/UX designer.

- ◆ *Designed interface assets, user flows, and responsive layouts for HTML5 web and mobile games, ensuring consistent design and interaction patterns across platforms.*
- ◆ *Collaborated with developers on design implementation tools & processes for a custom engine.*
- ◆ *Responsible for developing a visual brand system and independently produced a suite of internal & external marketing materials, including printed collateral, signage & swag, digital ads & social media assets, website designs, and animated trailers for game promotion.*

EDUCATION & LEARNING

Honours Bachelor of Design, 2010 - 2014

YORK UNIVERSITY JOINT PROGRAM WITH SHERIDAN COLLEGE

Digital Marketing, 2023

BRAINSTATION CERTIFICATE COURSE