



LEONIE BREWIN

A **strategic, empathetic** and motivated **product design leader** with a passion for **creative collaboration**, and over 13 years experience in the field.

CONTACT

Portfolio leoniebrewin.com

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PRIMARY SKILLS

Leadership & management

Product design & strategy

Cross-functional operations

Workshop facilitation

COMMUNITY

Host of **Design Lab Berlin** - one of Berlin's largest product design meetups.

Team Lead & children's educator for **Future Legends** - inspiring girls to become future innovators and leaders.

Public speaker and workshop facilitator.

EDUCATION

Liberating Structures Immersion workshop

Liberating Structures, 2018

Design sprint training

Design Sprint Academy, 2016

Human-Computer Interaction

Stanford University, 2013

Graphic Communication BA (Hons)

Bath Spa University, 2004-2007

Art Foundation (Diploma)

University of Gloucestershire, 2003-2004

EXPERIENCE

Design Team Lead, Just Eat Takeaway.com (Lieferando)

September 2020 - Present

Leading product design for consumer experiences across Continental European markets and beyond. **Mentoring a fast-growing team** of thirteen designers and writers, from junior to lead level. Driving the **consumer product vision and strategy** with product, research and data partners. Working with cross-discipline teams to **mature product design and UX research practices** and facilitate insight-driven product decisions.

Head of Product Design, Novoda

October 2018 – September 2020 (2 years)

As part of the **senior leadership team**, I led **organisational strategy** and product design as a function. I **coached a team of eight** product designers, from Junior or Lead across client projects, **managed team development** and **hired exceptional talent**. I consulted and led **product strategy** for our clients and drove lasting improvements in **product design practices**.

Product Design Lead, Novoda

August 2016 – Oct 2018 (2 years 3 months)

Worked with **ImmobilienScout24** and **AutoScout24** to build goal-driven, **cross-functional product development teams**. Led design operations, **embedded user research practices** and facilitated **cross-functional design collaboration**. Trained teams and **mentored to leadership level**. Resulted in a **19% growth in monthly active users** and **35% growth in monthly sessions**.

Mobile Product Designer, Novoda

July 2014 – August 2016 (2 years 2 months)

Worked with **The Times & The Sunday Times**, leading the reader experience, **embedding user research** and product prioritisation and championing **inclusive design**.

Head of Design, Touchnote

Jul 2013 – Jul 2014 (1 year)

Led brand strategy, proposition & consumer research. Owned product design for iOS and Android applications. Increased **average order value by +80%** and achieved **app store ratings of 4.8** (iTunes) and **4.2** (Play Store).

PRIOR EXPERIENCE

● **Mobile Product Designer, Touchnote** July 2010 – July 2013 (3 years, 1 month)

● **Product Designer, Concrete Studios** June 2007 - July 2010 (3 years, 2 months)