Leandro Agro

Product Design Leader, Emerging Technologies.

ADDRESS: 3236 Bryant St. – 94306 Palo Alto, CA
CONTACT: +1 (415) 767 6707 | leeander@gmail.com | https://www.linkedin.com/in/leeander/
PORTFOLIO: https://vimeo.com/708370979/91265aefc7 (3minutes video)

HIGHLIGHTS:

- 20y Design/Tech experience
- 10y in design team management: +100 hires
- Up to 30 people lead as a manager; Up to 50 people lead as a company founder.
- 3 Californian startups, including one exit (6MM USD in funding, 40MM active users).
- First mobile UX for smartphones ever (Andala H3G, UMTS).
- Eye-tracking-based interaction, MS/ALS (Patent). Social selfie (US Patent).
- First industrial fog-node design (2017). Modular Robotic cluster for pharma (2022).
- Numerous Awards contributions, including Red Dot and Compasso D'oro
- 100 conferences' speeches. 2 books, plus other ten books' contributions.
- 50 International and National Media interviews and mentions (WIRED, NYTimes,…)

COMPETENCES:

- Strategic Vision. Ideas generation.
- Team leadership (both in small startup and corporate environments)
- Leadership style based on clarity of purpose, transparency, coaching conjugated with reverse mentorship, and feeding self-generated curiosity.
- Problem-solving. Mastering dependencies.
- Confidence in B2B, B2E, and B2B2C environments, including the industrial sector (energy, manufacturing). Large project for healthcare, insurance, and banking.
- Everything about HCI: Research, IxD, UX.
- Design Thinking as a tool to shape/influence products and strategies
- #AR #VR #Eye-tracking #Immersive technologies #IoT, including patents, Mixed reality events production, and 0-1 product creation.

WORK EXPERIENCES

COMPANY: MULTIPLY LABS (20 MM USD funded robotic startup)
Title: Head of Design
Impact: I have hired and managed an international remote product design team to create MultiplyLabs advanced pharma robotic cluster. I hired and handled a team of two and led the design of the robotic dashboard, the website, and the new logo in about three months. As a tradition in a startup environment, I have covered from strategy to IC's tasks, having fun while doing it. #MakingaUnicorn

2019 – 2022
COMPANY: NTT Disruption
Title: Exponential Technologies Director – Chief Design Officer equivalent
Impact: I have primarily influenced the Cokoon product: Immersive experiences for Business. I have created 0-1 the Cokoon's Authoring Tool: Live Deck.
AT-Kearney economic review has considered the Authoring Tool I did as the primary company asset.

2014-2019
COMPANY: Design Group Italia (DGI)
TITLE: Executive Digital Director
Impact: I hired DGI's "digital team" from scratch to +20 people and led this unit until it became the larger and most profitable one. While in this position, I led the design of various awarded products in healthcare, insurance, IoT, and the industrial field.

2011-2013
COMPANY: Razorfish Healthware
Title: Global Director UX, Design Principal
Impact: As a Global Director of UX and Design Principal, I managed a group of diverse +40 talents distributed globally; I participated in strategic decisions, including defining Design methodologies, UX career families, and deliverables. I was boosting the external thought leaders' company positioning and the internal company culture with articles, whitepapers, and as a speaker at conferences like TED MED LIVE, TEDx, etc., and co-creating the Frontiers HEALTH Conference.

EDUCATION
- Interaction Design Master Course, Domus Academy, Milan (' 97).
  As a student, I won the selection for the Apple design project.
- Bachelor of Science Degree in Digital Communication Design, New York City College of Technology (Credential Equivalency).
- IoT Product Management Course (2019) at Stanford University Continuing Studies.
- Training week at Singularity University.

GIVE BACK
- UX Master Course Director at TAG Innovation School (2 years)
- +10 universities / Masters Visiting Professor (UniCal, UniSi, UniRome3, Vatican University, etc.)
- +20 International events organized as Frontiers Conferences (Italy, Germany, USA, Emirates). Cumulative: +500 speakers. 10K attendees.
- 2 books (in Italian). +10 other book contributions between 2002 and 2022.
- 175K SlideShare views (3 times presentation of the day)
- An innumerable number of better lives because of the first fully portable EKG system and the emergency management tool (re)designed for the Italian 911.
- Patent and design contribution on the eye-tracking-based assistive device helping thousands of MS/ALS patients.

BACKGROUND STORY
My name is trojan; my family names have Arabic influences, and I am an Italian in love with the California way of living. My family had a furniture store and a building automation company when I was a child. I grew up surrounded by the most outstanding Italian design and early domotics. I started carving pixels at 14 and -as an hobby- I am still modeling and 3D printing Sci-Fi gears for my personal museum.