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# Leandro Lisboa

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Visual & UI

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Type

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Graphic

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Video

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Motion

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[leandrolisboa1@gmail.com](mailto:leandrolisboa1@gmail.com)

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# About me

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## Hello,

My name is Leandro Lisboa. I am a multidisciplinary design currently focused on visual and user interface. I was born in Belo Horizonte, Brazil and graduated in *Media & Communication*. My career starts as art director and motion designer at the university TV channel. Later on, I set up a small design bureau and carried on working with partners for 3 years. Afterwards, I was hired as director assistant at a renowned spot film company in São Paulo where I had been worked for 4 years and had as duty conceptualize ad agency scripts and manager the whole staff and film production until deliver the job to the clients.

Despite I learnt a lot at that company, my ambitious was not to get stuck in advertisement field but turn to design matters. Then, I left São Paulo and started off to Venice, in Italy where I applied for a master in *Visual Communication and Multimedia*. There, I deepened into typography, type design and interaction design practices what proved to become new passions.

In 2012, I settled down in Amsterdam and worked at a service design agency as visual and user interface designer. There, I gained experience working along with user experience designers and got into mobile design practices. What I like most is that by designing user interfaces I am

able to combine and come up with visual decisions that spring from researches, multidisciplinary abilities (type, motion, graphic design), and usability principles. I like to understand the whole process and details before translate concepts and work flows to visual elements. What I mean is: I am a design thinker, not just an executor.

Beyond my passion for design I have others different interests and curiosities that make up what I am. As Ingmar Bergman said: "We define ourselves by the choices we made. We are in fact the sum of our choices".

Do not hesitate to contact me. I will be glad to clarify any question.

Leandro Lisboa

PS: Notice that I can not present some of the projects I have done for NDA reasons.

\_\_\_\_\_ Title of the project \_\_\_\_\_

\_\_\_\_\_ Category \_\_\_\_\_



**Click on**

**the project titles**

**for more**

**details**

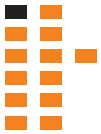
**Not all projects are linked to the website**

|       |             |       |
|-------|-------------|-------|
| _____ | Visual & UI | _____ |
| _____ | Type        | _____ |
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| _____ | Video       | _____ |
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# Schiphol Airport Parking app

Service / app design

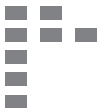
## — Visual & UI —



## — Type —



## — Graphic —



## — Video & Motion —

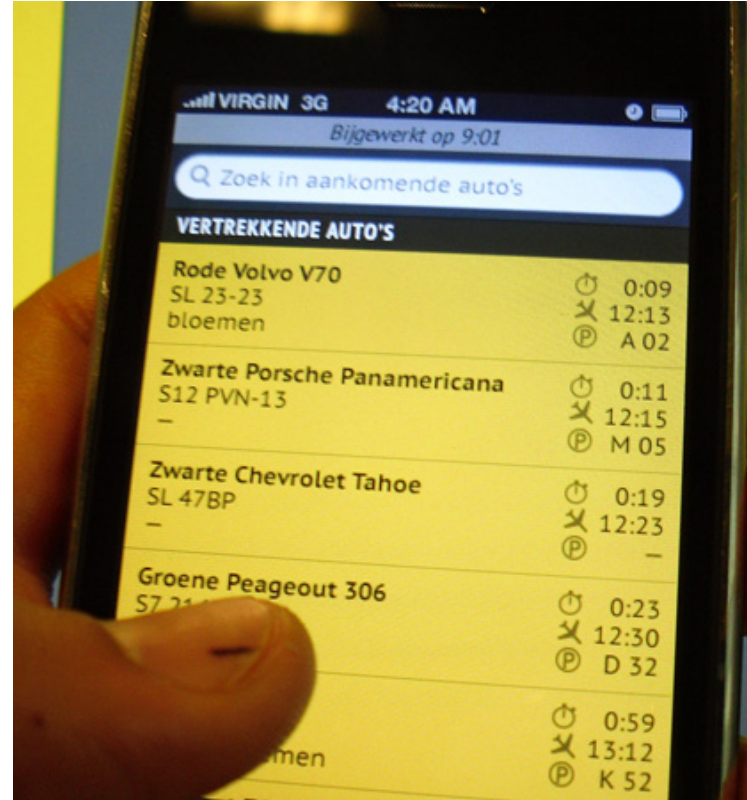


At Somehow, Amsterdam, I created the user interface elements for the Schiphol Parking App. The app was integrated to an existent back end website and was the result of a service design project. The mobile app itself is going to be used by the parkers at this premium parking company. The parking customers are mostly passengers that drive their cars to the airport terminal and usually have short period trips. The passenger himself must book on the website for the service.

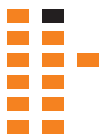
Many functionalities were developed to the app in order to optimize the whole flow (from the moment the car is pulled up till its delivery to the client) and gives the parker substantial information, as for instance, the arrival time of the oncoming clients and parking lot location.

My work was to come up with a graphic interface that should gather all the functionalities and easily enable access to them. All the information obtained from the design research phase were fundamental to guide me to develop an user-centered app.

Graphically, the app takes in the main colors of the airport and make use of pictograms to communicate straightforwardly the process and needs. One of goals was to give a good sense of organization by defining hierarchy to information, eliminating distracted elements and enfases to clear typographic appeal. Some of the features I established for the app were: legibility, clearness, straightforward, easy going.



— Visual & UI —



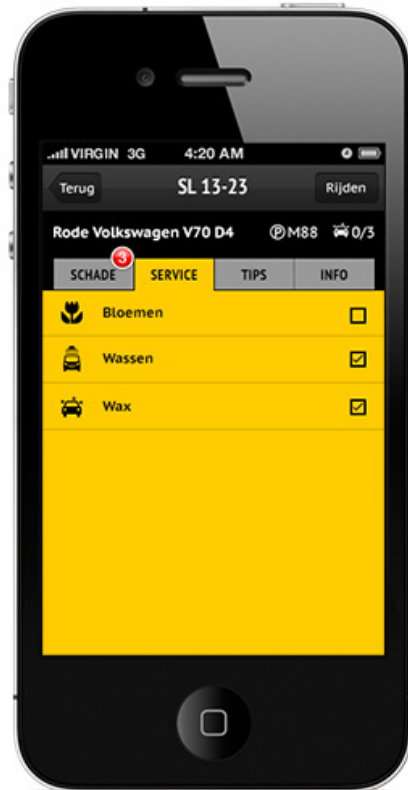
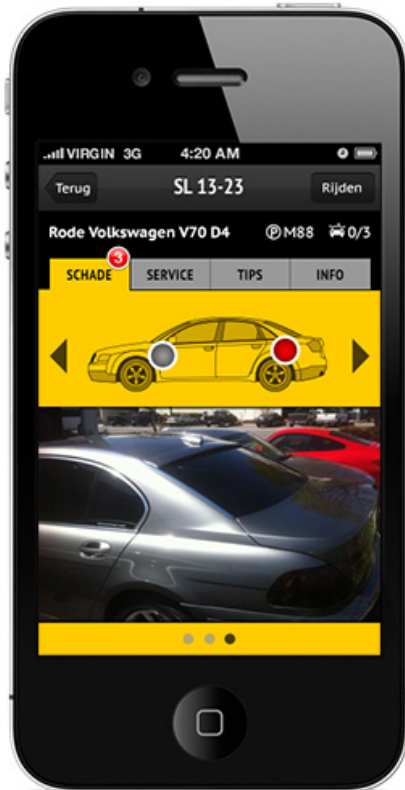
— Type —



— Graphic —



— Video & Motion —



# Web app

mockups for web

## — Visual & UI —

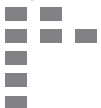


## — Type —



Series of mockups for a web app.

## — Graphic —



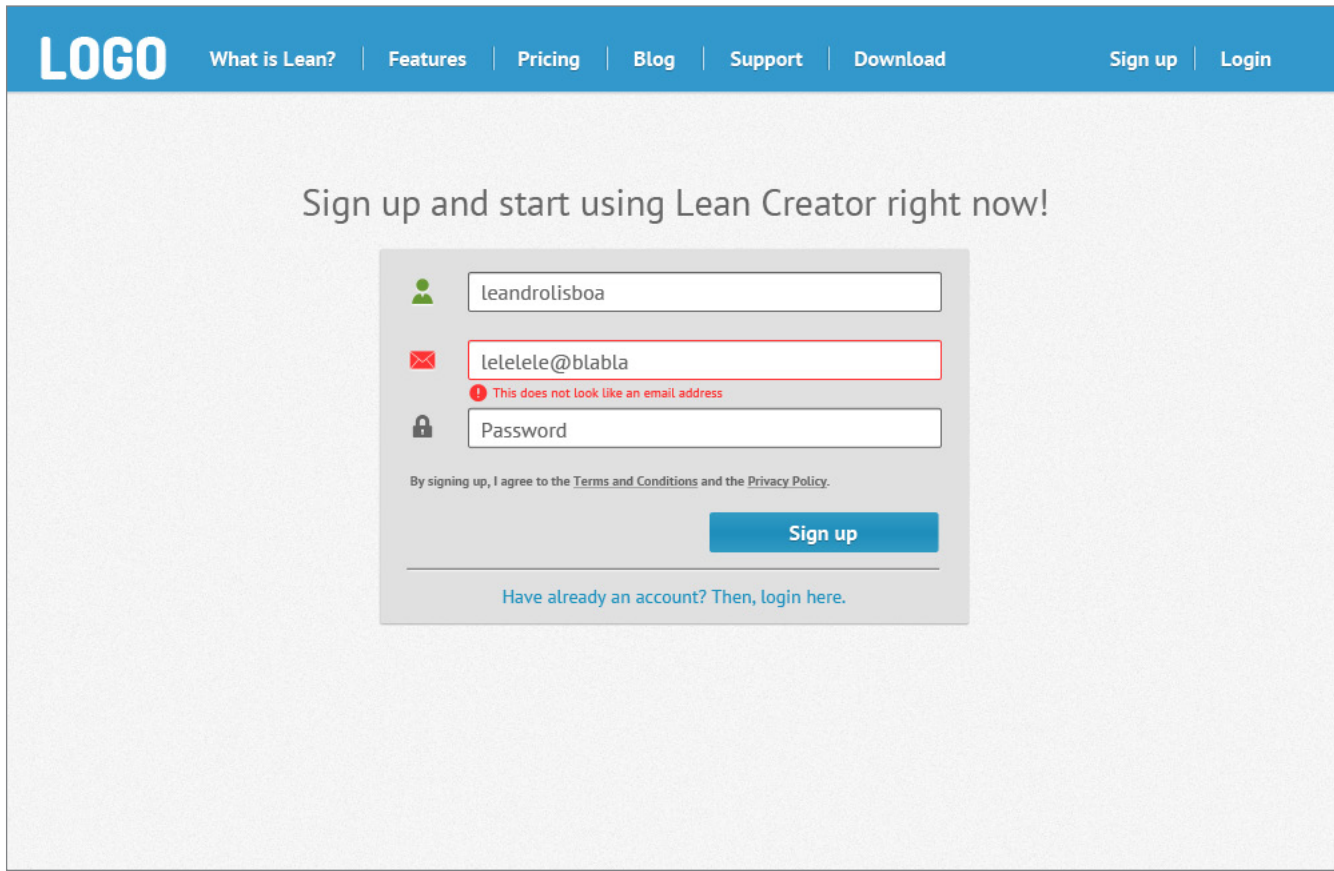
The goal was make improvements of an existent website/app. I identified lots of usability problems and came up with a totally restyling.

## — Video & Motion —



On this page I present the proposal for the sign up form.

Icons would become green or red indicating the correctness of the action of filling in it.



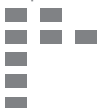
— Visual & UI —



— Type —



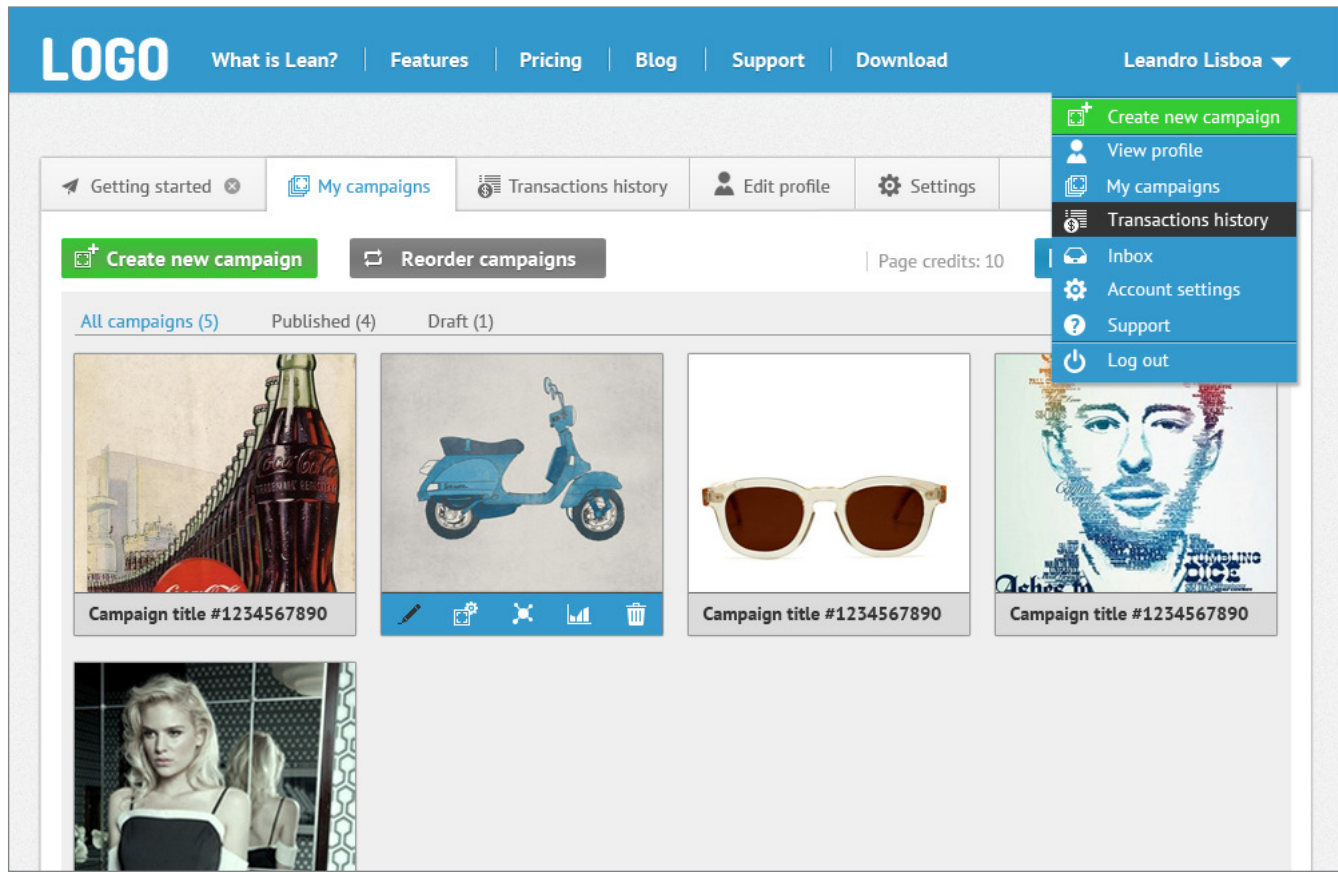
— Graphic —



— Video & Motion —



And this is the mockup of an internal page. In this case I present two states: the hover state over the campaign artboard (disclosing icons and possible actions) and also the drop down below the logged user.





# Flat icons for web & mobile

Icon design

— Visual & UI —



— Type —



— Graphic —

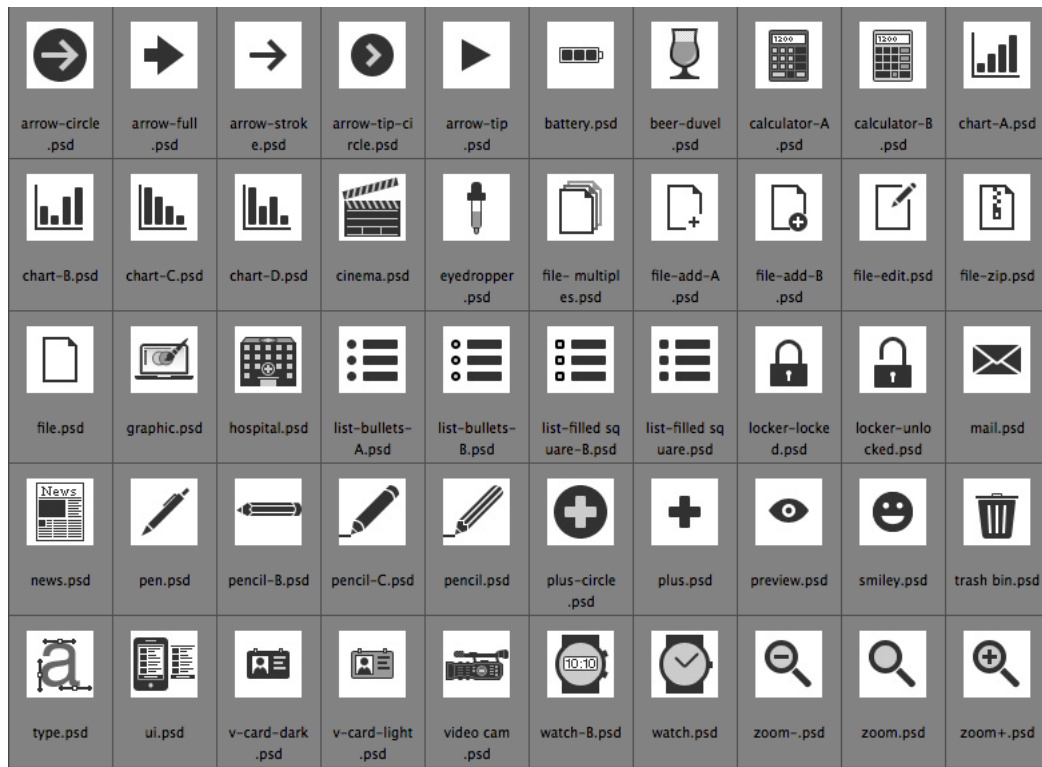


— Video & Motion —



This is a set of monochromatic vector shape icons I have been creating for web and mobile use.

The icons size is 40 x 40 pixels and are all pixel-fitted. My idea is make them available for free download when the whole set will be finished.



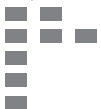
— Visual & UI —



— Type —



— Graphic —



— Video & Motion —



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|---|---|---|--|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  |  |  |
| book-A.psd  | book-B.psd  | book-C-add res...ook.psd  | browser-empty.psd  | browser-multiples.psd   | browser-site.psd  | calendar-A.psd  | calendar-B.psd  | calendar-C.psd  | chart pie-A.psd   |
|  |  |  |  |  |  |  |  |  |  |
| chart pie-B.psd   | cloud down.psd  | cloud up.psd  | cloud.psd  | collapse-A.psd  | collapse-B.psd  | expand-A.psd  | expand-B.psd  | inbox-2.psd   | inbox-all.psd   |
|  |  |  |  |  |  |  |  |  |  |
| inbox-incoming.psd  | inbox-outgoing.psd  | microphone-B.psd  | microphone.psd   | moleskine-A.psd   | moleskine-B.psd   | negative-A.psd  | negative-B.psd  | paper plane.psd   | polaroid-1.psd  |
|  |  |  |  |  |  |  |  |  |  |
| polaroid-2.psd  | polaroid-3.psd  | polaroid-B.psd  | reload-A.psd   | reload-B.psd  | sound.psd   | suitcase-A.psd  | suitcase-B.psd  | tag-A.psd   | tag-As.psd  |
|  |  |  |  |  |  |  |  |  |  |
| tag-B.psd   | tag-C.psd   | tag-D.psd   | weather-cloud.psd  | weather-partial-udy.psd   | weather-rain.psd  | weather-snow.psd  | weather-storm.psd   | weather-sun-C.psd   | weather-windy.psd   |

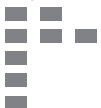
— Visual & UI —



— Type —



























— Graphic —



— Video & Motion —



|  |  |  |   |  |  |  |  |  |
|--|--|--|---|--|--|--|--|--|
| <br>alarm clock<br>.psd | <br>cancel.psd              | <br>check.psd               | <br>credit card.psd      | <br>dollar.psd            | <br>dollars.psd           | <br>equalizer-A<br>.psd | <br>equalizer-B<br>.psd | <br>folder-A.psd  |
| <br>folder-B.psd        | <br>home.psd                | <br>map.psd                 | <br>narrow x stretch.psd | <br>narrow.psd            | <br>picture frame<br>.psd | <br>pictures.psd        | <br>shop cart.psd       | <br>sitemap-B.psd |
| <br>sitemap.psd         | <br>speech bubble<br>-A.psd | <br>speech bubble<br>-B.psd | <br>thermometer<br>.psd  | <br>tool-painting<br>.psd | <br>wallet.psd            |  |  |  |

# Workflows, personas & paper prototypes

## Design tools

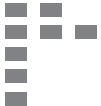
### Visual & UI



### Type



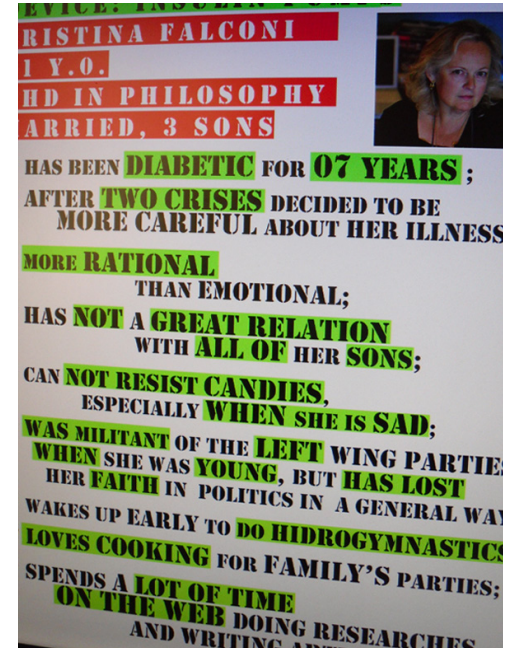
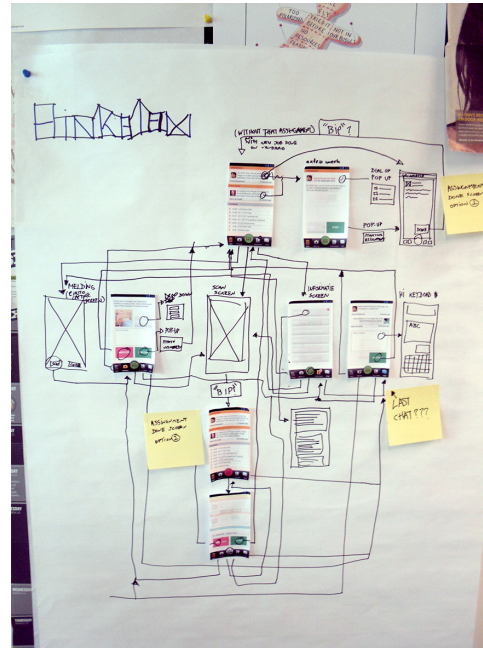
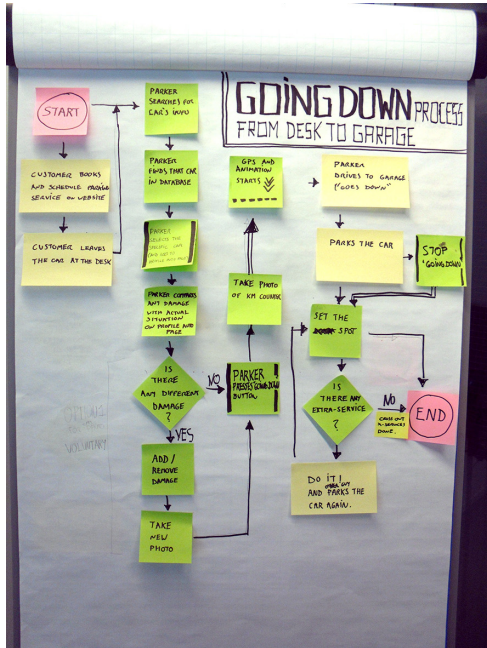
### Graphic



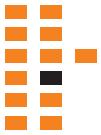
### Video & Motion



Serie of reasearch tools (flowcharts, paper protypes) I have done to help me better understand the design process, the project boundaries, and the implications on differents user-centered scenarios or system workflow.



— Visual & UI —



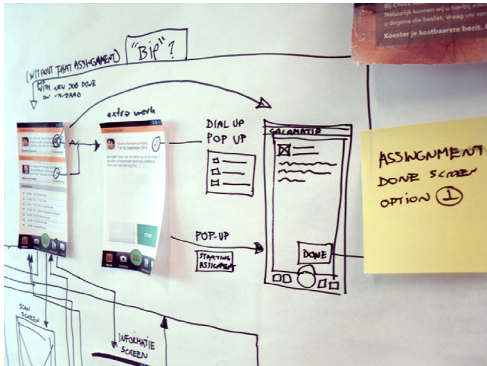
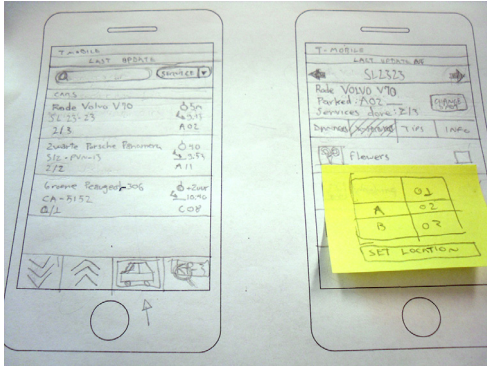
— Type —



— Graphic —



— Video & Motion —



# Hargo Zorg (restyling) a hospital app for work cleaners

Service / app design

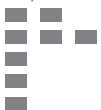
## — Visual & UI —



## — Type —



## — Graphic —

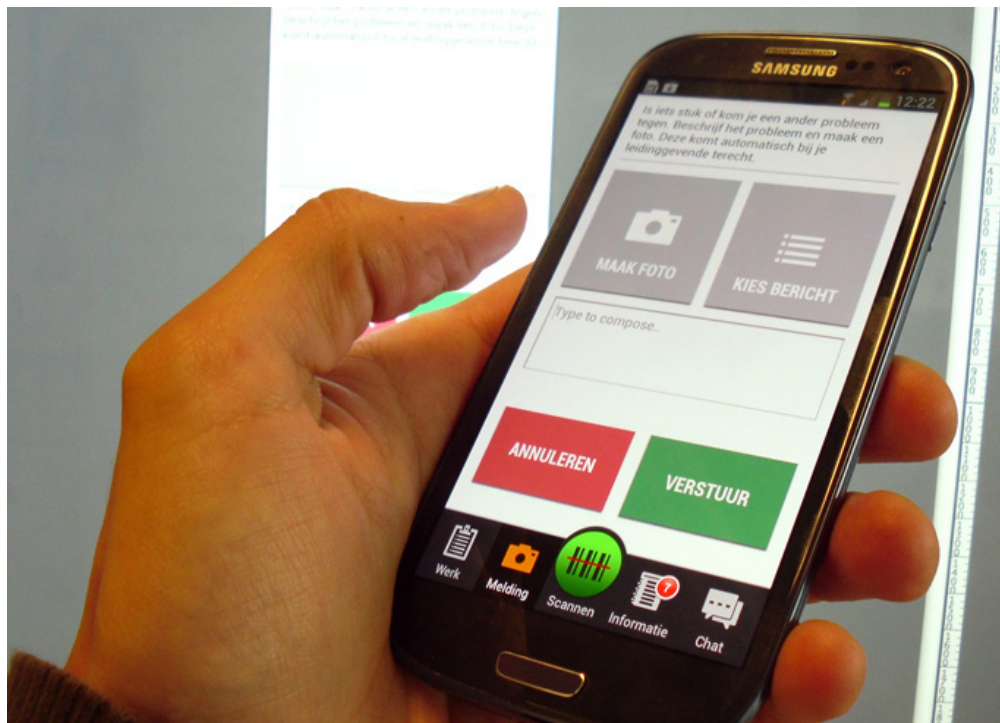


## — Video & Motion —



At Somehow, I was asked to redesign the previous version app of a cleaning service Dutch company with over 3000 employees. Some of their clients are hospitals and elder rest homes. The app is used by cleaning workers and support them in most of their everyday tasks. One of the goals of the app is enable a better communication between the cleaners and the managers, evaluate the cleaning service and provide several sort of information into a back-end website.

The briefing was to design a new version android app that would not be difficult to be assimilated for the users, add new functionalities (as NFC check-ins) and improve some design aspects. Therefore this latest version came out with a cleaner and fresh design, squared elements and minimalist layout. Color palette is predominantly monochromatic except for some few color buttons that indicate easily what the user should do with no cognitive loading. Icons are straightforward and simple to be recognizable. Buttons are big enough to be easily tapped on-the-go using one single hand (providing clean workers would certainly handle another object at the same time).



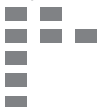
— Visual & UI —



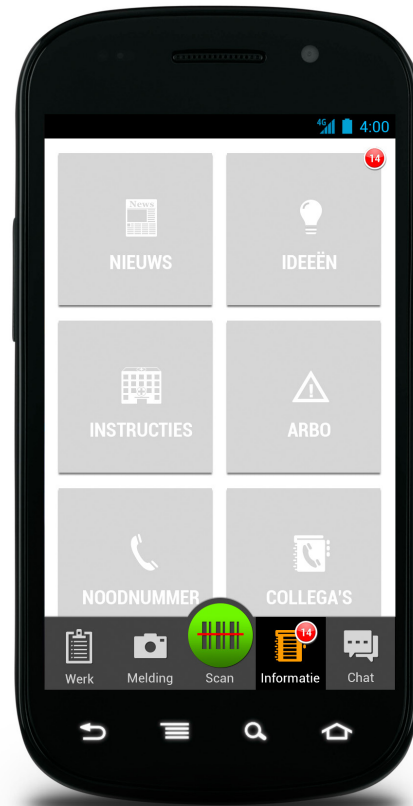
— Type —



— Graphic —



— Video & Motion —



# Icon set for mobile app

## Icon design

### — Visual & UI —



### — Type —



### — Graphic —



### — Video & Motion —



This icon set was created at Somehow studio in Amsterdam. The icons make out an app for the client Hago Zorg, a cleaning service company with over 3000 employees. One of the many functionalities of the app is a weekly evaluation supposed to be done by the manager upon the quality of the cleaning service. Each icon refers to structures or products commonly found in hospitals buildings that must be cleaned daily and then subject to further control with the help of the app. All the icons were design in a 24 pixel grid in black, gray and overlaid blue color. The whole set keeps consistency by keeping the same thickness and inner white space of the stems. (This icon set was authorized to be came out by Somehow.)





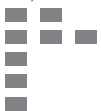
— Visual & UI —



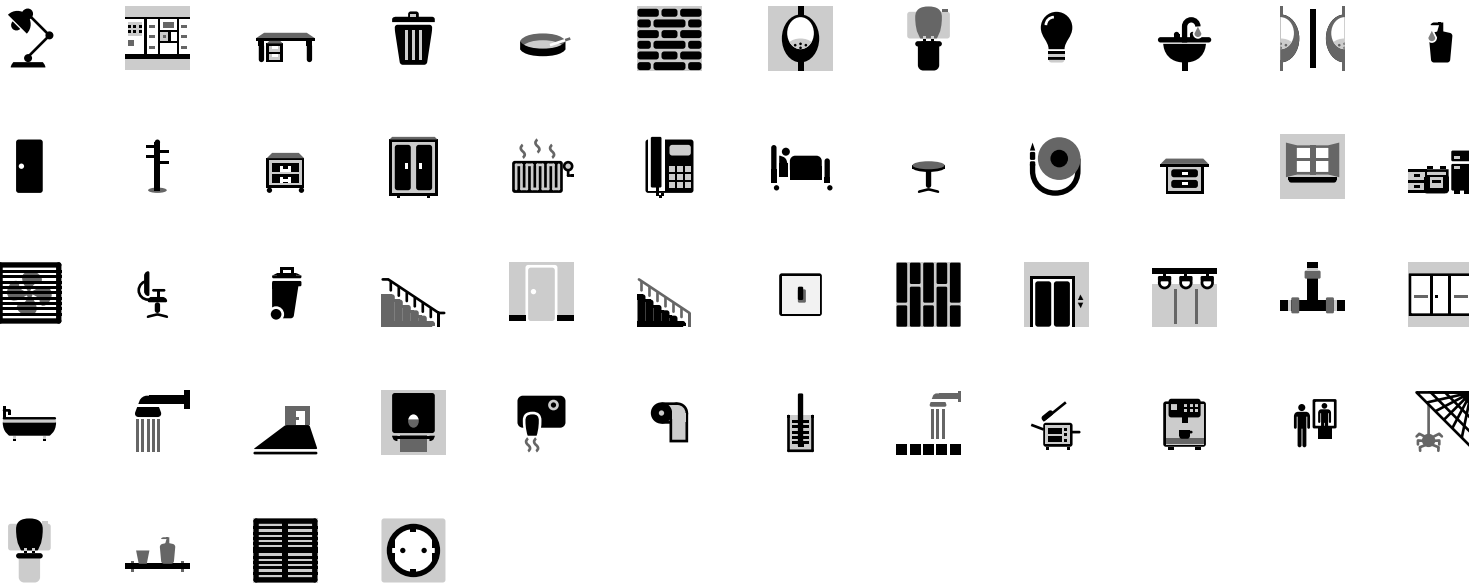
— Type —



— Graphic —



— Video & Motion —



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| _____ | Visual & UI | _____ |
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# Laguna & Laguna italic

Type design

## — Visual & UI —

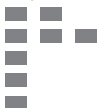


These two fonts were developed for my masters' thesis, and are the outcome of a research on the work of the famous engraver Francesco Griffo, who collaborated with Aldus Manutius during the Renaissance in Venice. The uniqueness of the font relies on the combination of a sans serif structure with old-style features. Laguna is a font designed for continuous texts or headlines but also for corporate identity and logos that might evoke the past.

## — Type —



## — Graphic —



## — Video & Motion —



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvxyz

1234567890

áàâä éèêë ìíîï òóôö ùúûü ñāç

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— Visual & UI —



— Type —



— Graphic —



— Video & Motion —



# Regione Veneto

*"Melanzane alla Veneziana, 4 Stagioni o Prosciutto & Funghi?"*

# ROMA

*Dante & La Divina Comedia*

*Savonarola nacque a Ferrara nel 21 settembre 1452,*

# Galleria degli Uffizi

Aldo Manuzio e Francesco Griffo da Bologna lavorarono insieme vicino

# Yon

## Type design

### — Visual & UI —



Yon is a font based on the tuning station (frequency) displays of old radios. To define a style in this vast market with many models and brands, I chose the German company Braun whose radios have modern, functional and very clean designs.

### — Type —



The first characteristic of the font is based on the representation of information, that is, the name of the city and its tuning frequency. Due to a limited horizontal space, it needs to be condensed.

### — Graphic —



The second is the ability to read a very small font, to reduce space. This leads to the third characteristic, which affects square and larger fonts, greater

### — Video & Motion —



height. Blank insides, which are more squared, make it easier to read. There are ink traps in the closed corners.

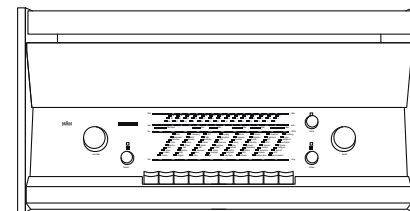
Yon is a font that can be incorporated into a product's design, because the closed angles and soft curves emphasize its integration into the body of the product itself.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 àáâã

# Yon

An electric type for both large and (very) small sizes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 .,:!?-()  
àáââ èéèè ìíîî òóôô ùúûût



Poster 70 x 100 cm

— Visual & UI —



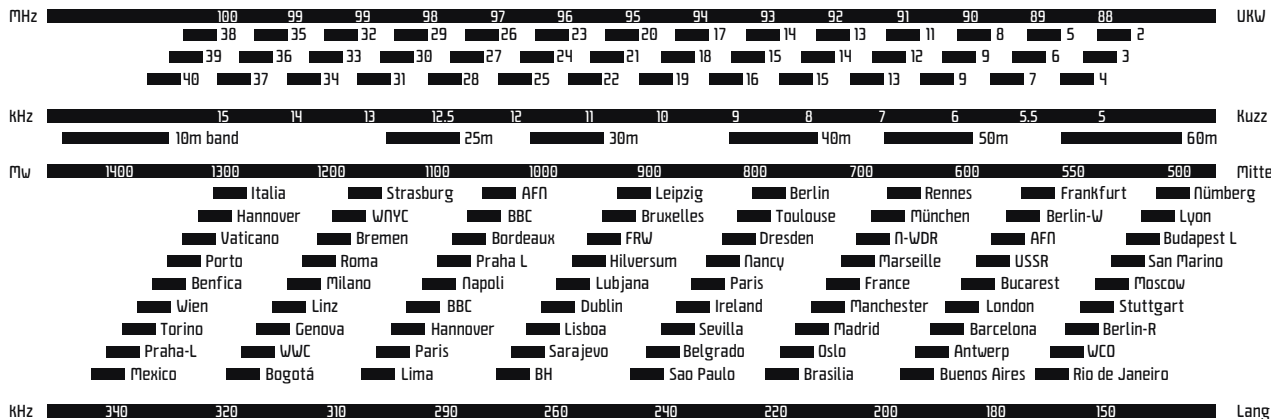
— Type —



— Graphic —



— Video & Motion —



Peller



Höhen



# Imigongo type

Type and exhibition design

— Visual & UI —



— Type —



— Graphic —



— Video & Motion —

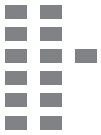


**ATELIER RWANDA**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

The Imigongo type comes from the idea of creating a display font for the video documentary Yego!. The reference comes from the Imigongo, an ancient Rwandan craft technique used for decoration on the interior walls of old heritages.

The design incorporates geometric shapes that intersect or overlap creating a beautiful pattern. The font was used in an exhibition at Venice Biennale of Architecture.

— Visual & UI —



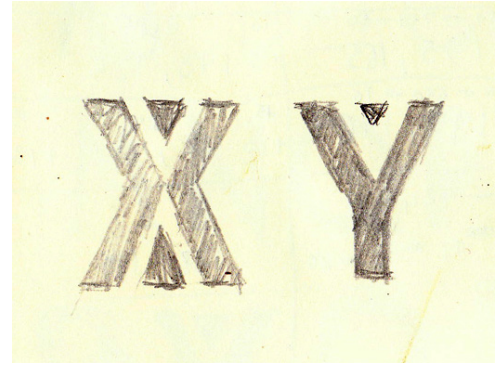
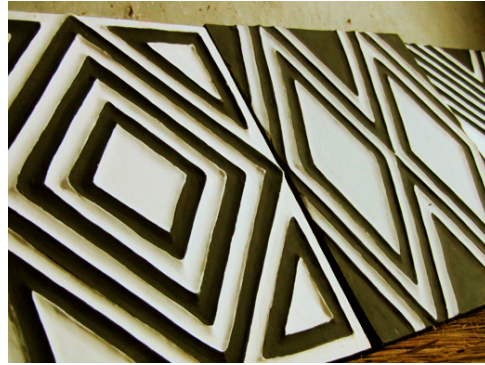
— Type —



— Graphic —



— Video & Motion —





# Signage typeface work in progress

Type design

— Visual & UI —



— Type —



— Graphic —



— Video & Motion —



Typeface still in production. It is designed for road signs or environments such as hospitals, universities, offices, etc. The version showed here is a condensed with its corresponding numbers. Hints and sidebearings have not been made yet.

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# Iolanda

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Type design

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— Visual & UI —



— Type —



— Graphic —



— Video & Motion —



*iolanda*  
*a tasty font*  
*for your candy store*

(Yummy) typeface still in production. It has been designed for a grocery facade.

|       |                |       |
|-------|----------------|-------|
| _____ | Visual & UI    | _____ |
| _____ | Type           | _____ |
| _____ | <b>Graphic</b> | _____ |
| _____ | Video          | _____ |
| _____ | Motion         | _____ |

# Pixel Me

Pixel art

— Visual & UI —



— Type —



— Graphic —



— Video & Motion —



Experimental series of illustrations using pixel art technique. Drawings represent politicians, celebrities or just friends.



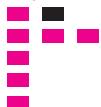
— Visual & UI



— Type



— Graphic



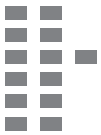
— Video & Motion



# Calendars Attack

Graphic design

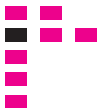
— Visual & UI



— Type



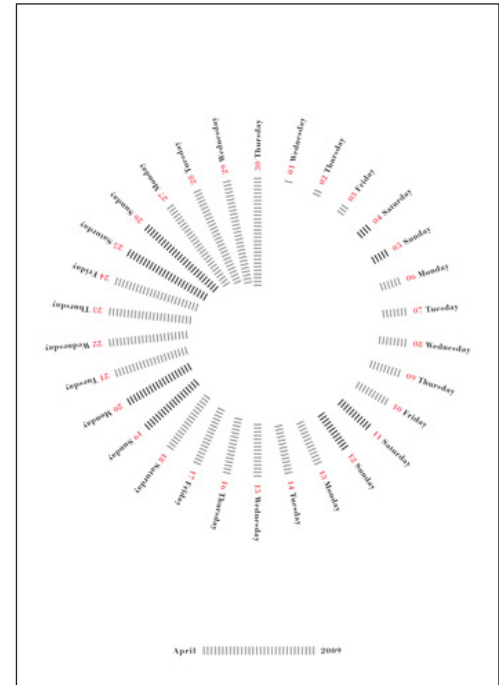
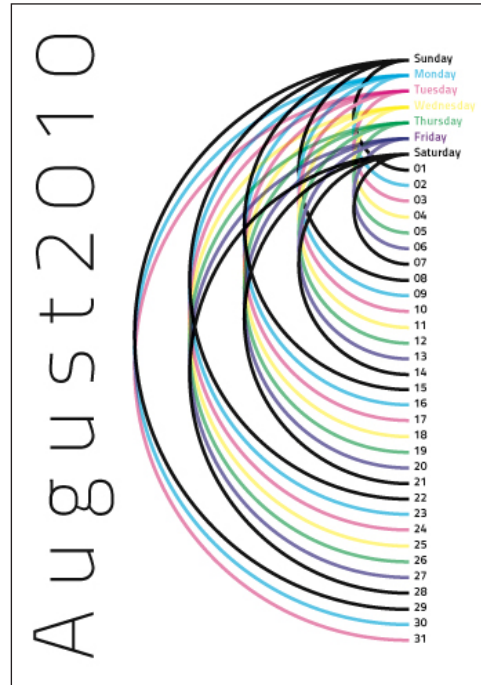
— Graphic



— Video & Motion



My goal with this project was to create a calendar each month and therefore a new way of representation. With time the project has added less subjective model calendars, to show essential information in a form. Thus this led to less illustrative designs, with greater rational organization. This project does not provide ready formats for calendars, but solutions where information is presented in a pleasant and easy fashion.





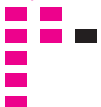
— Visual & UI



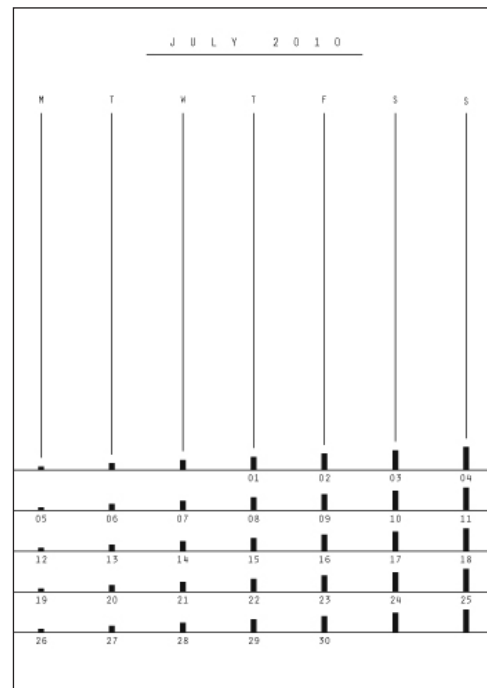
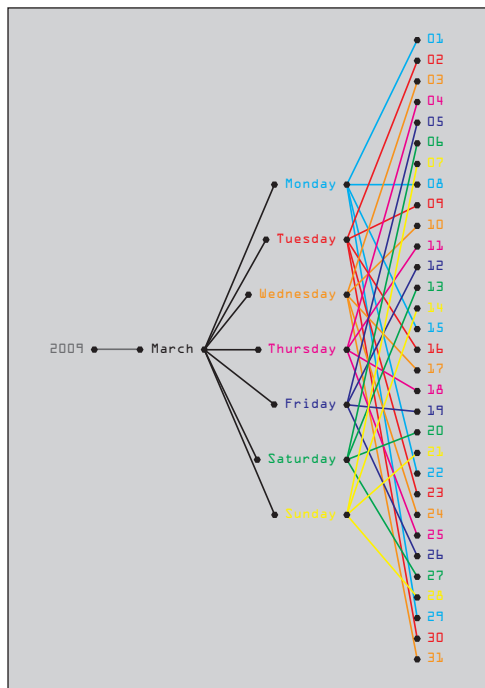
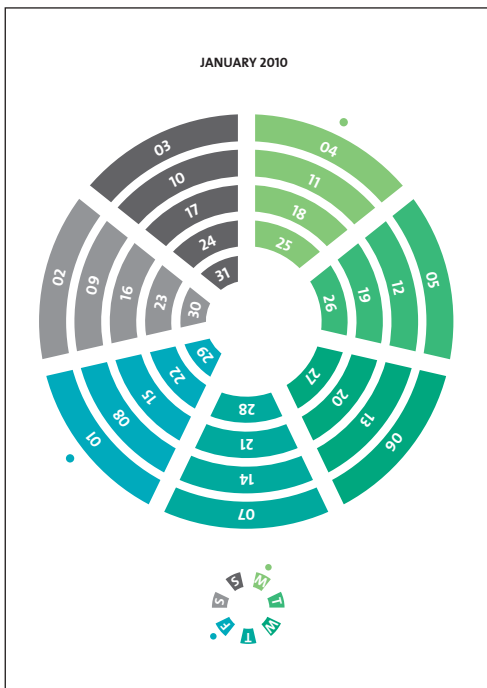
— Type



— Graphic



— Video & Motion

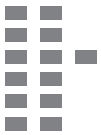




# La Locanda di via della Ralla

## Logo

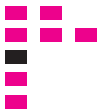
### — Visual & UI



### — Type



### — Graphic



### — Video & Motion



Logo created for a Bed & Breakfast located on the Tuscan hills. The typography refers to the shape of the house, its rustic aspect and sense of hospitality. The colors symbolize the elements near the house, like the road alongside the river Ralla, from which the bed & breakfast takes its name. To keep it short, in Italian La locanda means The inn; di via della means on the street of; and Ralla is the river name.

# Nyanza jewelry

Logo e business card

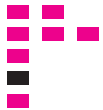
## — Visual & UI



## — Type



## — Graphic



## — Video & Motion



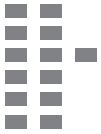
Nyanza is a new brand for a refined collection of ethnic jewelry produced in Rwanda. Each piece combines the design of Alice Cappelli and the craftsmanship of artisans in Kigali. These jewelries keep alive an ancient technique related to the processing of natural fibers and was developed by ancient noble families. Nyanza is the name of the district where the royal family resided in the pre-colonial period and remains an area rich in terms of culture and history. The brief required a logo to represent the delicacy, refinement and characteristics of the traditional technique used for the manufacture of jewelry. A single fiber makes out the jewels and from this feature the idea of the logo gets on. The concentric outer pattern represents the processing of the fiber that closes a semi circle inside. This semi circle is an abstract representation of the hut of the king, that is, the house where the royal family lived in the pre-colonial period in the city of Nyanza. The font of the logo was customized for the project. It is a "humanist but geometric sans serif" which recalls the hand made production but also the geometric shape of the natural fiber crafts pattern.



# Good 50x70 contest

## Poster

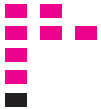
### — Visual & UI



### — Type



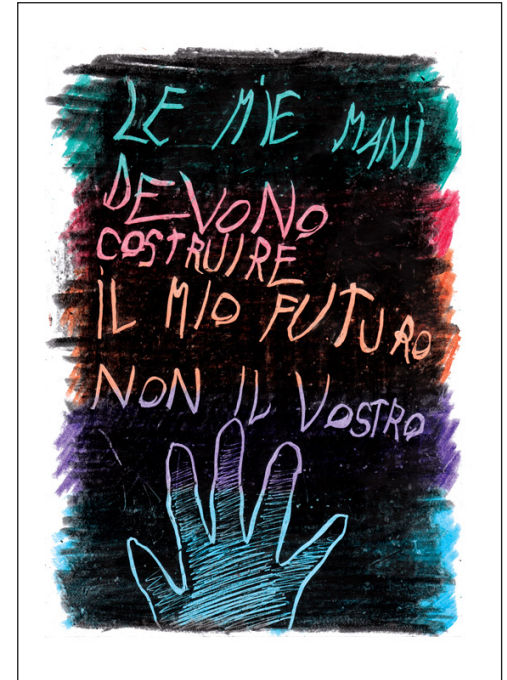
### — Graphic



### — Video & Motion



An entry in the international 2009 contest Good 50x70 to spread environmental and social consciousness. The two themes chosen were global warming and child labor.

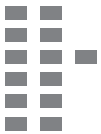


|       |             |       |
|-------|-------------|-------|
| _____ | Visual & UI | _____ |
| _____ | Type        | _____ |
| _____ | Graphic     | _____ |
| _____ | Video       | _____ |
| _____ | Motion      | _____ |

# City Keys

Video prototype

— Visual & UI



— Type



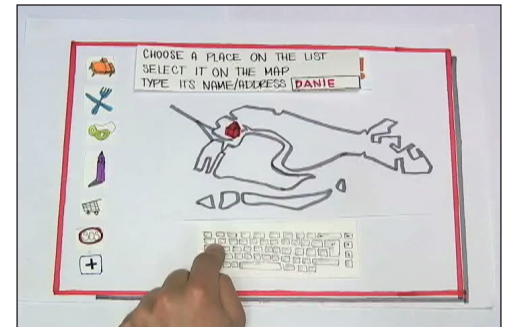
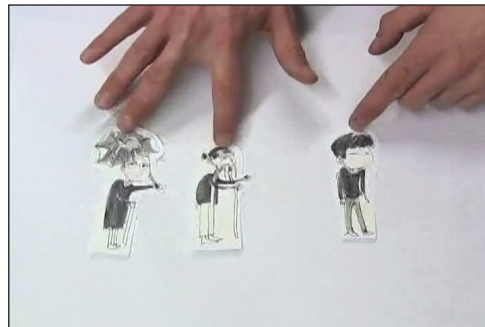
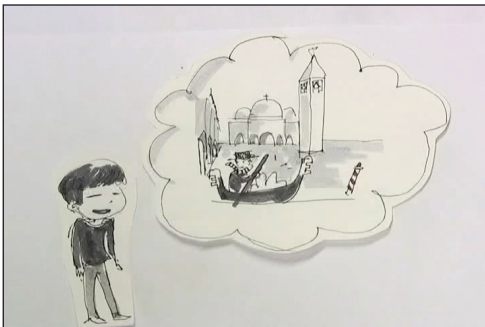
— Graphic



— Video & Motion



A video prototype explaining an interactive project for a system designed to make life easier for tourists in Venice.



# The Grandpa

Motion design

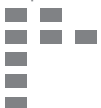
— Visual & UI



— Type



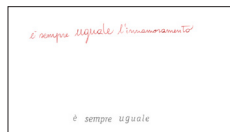
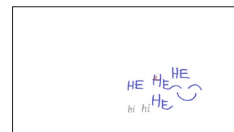
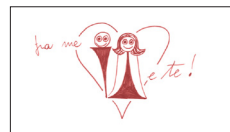
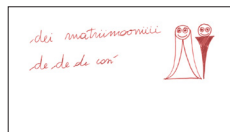
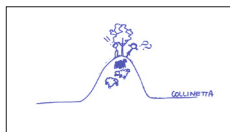
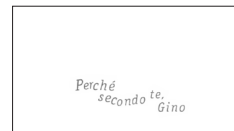
— Graphic



— Video & Motion



This video is a calligraphic animation, a story told by a couple of grandparents sharing their history of love.



# Europe calls, Europe responds

Corporate Video / Motion design

— Visual & UI



— Type



— Graphic



— Video & Motion



Video commissioned by Favero & Milan Ingegneria for the Confindustria conference at the Teatro La Fenice in Venice, treating the theme of youth entrepreneurship in Europe.

The video blends 2D graphic animations and interviews with the F&M young employees explaining their relationship with several projects in which they have been participating.



— Visual & UI



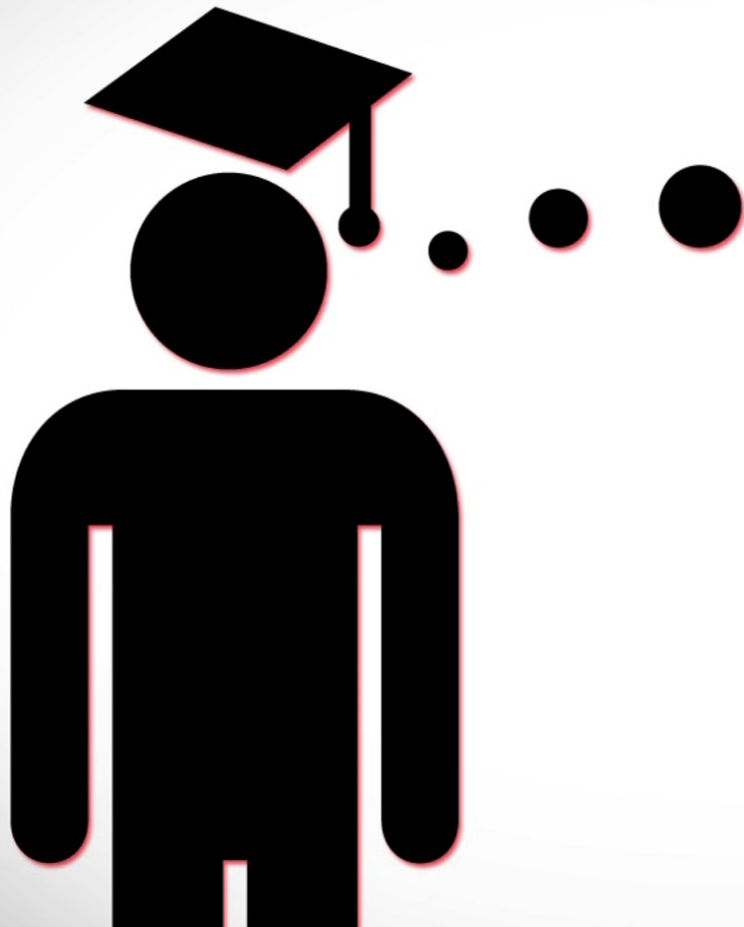
— Type



— Graphic



— Video & Motion



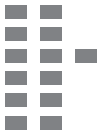
ALLA RICERCA  
DI **IDEE** ED  
**OPPORTUNITÀ**



# Bridge of Peace

Corporate video / Motion design

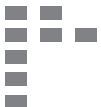
— Visual & UI



— Type



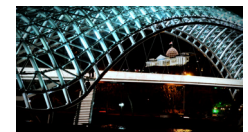
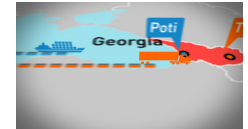
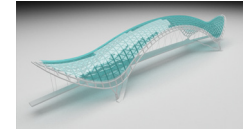
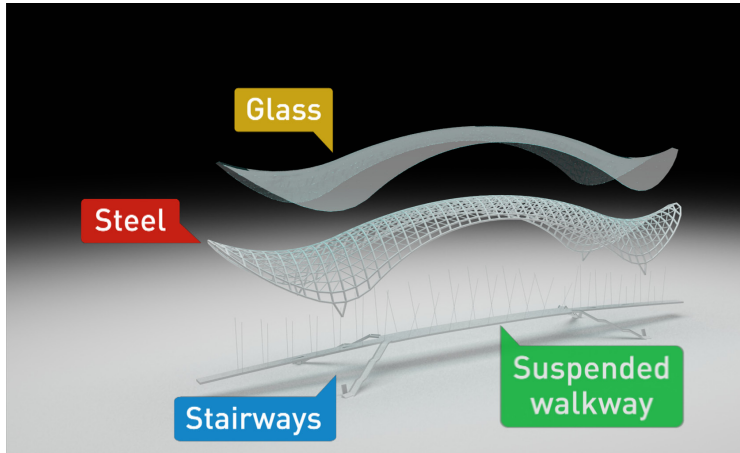
— Graphic



— Video & Motion



A video about the construction of The Bridge of Peace, in Tblisi, Georgia. The architectural project was created by Michele De Lucchi and the building was made by Favero & Milan studio based in Mirano.



# MTV Brasil

Promo TV

— Visual & UI



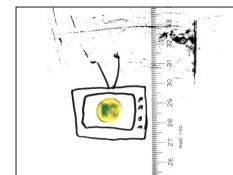
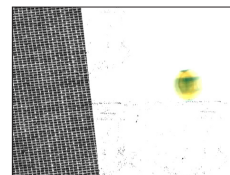
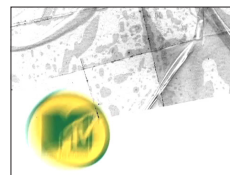
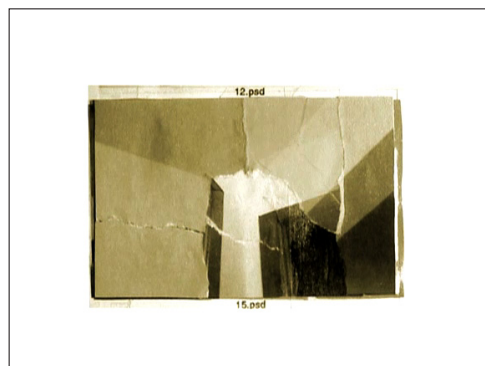
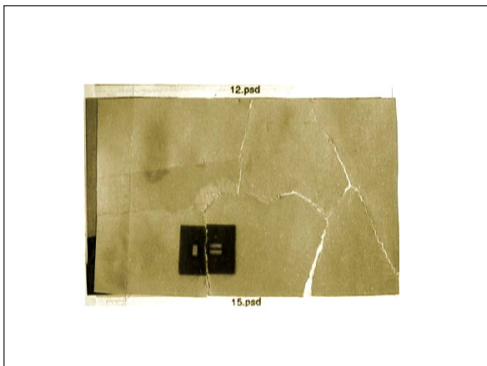
— Type



— Graphic



— Video & Motion

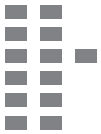


Series of promos for MTV Brazil with different techniques like collage, rotoscoping and traditional animation.

# Yego!\*

Video documentary

— Visual & UI



— Type



— Graphic



— Video & Motion



Yego in Ikinyarwanda language is a positive exclamation and this is the way in which this documentary tells the story about Atelier Rwanda, a collaborative project between two international universities. Architecture and design are the fields in which the project takes place, where knowledge and respect for local culture represent the basis of the approach. The video also reveals personal experiences and feelings of this small village in central Africa.



Video showed during the XII International Exhibition of Architecture La Biennale di Venezia 2010.



# 54. Biennale d'Arte di Venezia —

Video documentary

— Visual & UI



— Type



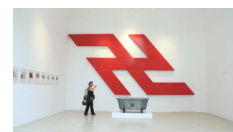
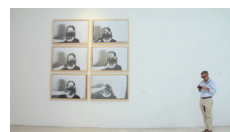
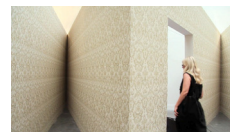
— Graphic



— Video & Motion



Five videos about the 54. Venice Art Biennale 2011. The project was produced and commissioned by the Brazilian website Discolè that deals with news of art, fashion, music, architecture, design and contemporary culture. The videos shows artworks and interviews with some artists and curators.



Luca  
Luisa Libero  
Gianluca  
Giovanni Maggi  
Cristina  
Carla Sestini  
Discolè  
Associação Brasileira  
de Artistas Contemporâneos

# Giù il Coperchio

Motion design

— Visual & UI



— Type



— Graphic



— Video & Motion



Video Music of the song *Enrico en icola*. This video uses mixed techniques of traditional animation along with hand-made and vector illustration. The concept is based on the relationship between existence/God and subjectivity.



———— Thank you! —————