



Leonel Foggia

EXPERIENCE & PROJECT LEAD

Profile

I am an experienced Experience Design Manager currently leading at Cognizant, one of the top 5 IT outsourcing companies. With over 15 years in the industry, I have been instrumental in designing websites/apps and overcoming UX and UI challenges for renowned brands such as Adidas, Aker Solutions, DLL, and Ford Credit. Originally from Buenos Aires, Argentina, I have called Madrid, Spain, my home for the past 7 years.

Employment History

Scrum Master/Project Lead/Agile Coach, Cognizant, Madrid

JUNE 2022 – JULY 2023

As Scrum Master and Project Lead I took on a pivotal role in overseeing a critical project that demanded precision and adherence to strict timelines. My team comprised seven talented developers who specialized in Node.js, a technology crucial for the success of the initiative.

The project's significance was amplified by the requirement to pass a stringent compliance process, adding an additional layer of complexity to the development journey. As the Scrum Master, I orchestrated and facilitated agile practices, fostering a collaborative and efficient environment. Through regular scrum meetings, sprint planning, and backlog grooming, I ensured seamless communication and alignment within the team.

UX Lead, Cognizant, Madrid

MAY 2019 – JUNE 2022

As an Experience Lead I had the unique opportunity to lead the conception and production of three transformative B2B apps, addressing critical challenges faced by the company. I facilitated the collaboration of cross-functional teams, ensuring seamless integration of design principles and user-centricity in each app. Guided by the principles of design thinking, we drove innovation and user satisfaction through these impactful solutions. It has been a rewarding journey, witnessing the positive transformation and growth of Ford Credit's services.

UX Researcher, Cognizant, Oslo

JANUARY 2019 – MARCH 2022

In this role, I engaged directly with field workers, conducting in-depth interviews to understand their unique workflows and challenges. By delving into their daily activities, I identified potential areas for digitalization to optimize their processes. The culmination of this effort was the creation of an experience map, visualizing the envisioned digital transformations.

UX/UI Designer, Cognizant, Madrid

MARCH 2016 – MAY 2019

Team Leader - UI Developer, Cognizant, Buenos Aires

MAY 2014 – MARCH 2016

UI Sharepoint Designer, Cognizant, Buenos Aires

JULY 2012 – FEBRUARY 2014

Details

Madrid
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Links

[Blog medium](#)
[Personal Website](#)

Skills

Leadership
Adaptability
Leadership and Teamwork
Active Listening
Creativity
Agile Methodologies
IT Project Management

Languages

English

Hobbies

Bodybuilding, philosophy, politics

Project Coordinator, Avaya, Buenos Aires

MARCH 2009 – JULY 2012

Education

Postgrado en eCommerce Omnichannel, IEBS, Madrid

JANUARY 2023 – PRESENT

Master en administración de negocios, PowerMBA

SEPTEMBER 2020 – OCTOBER 2021

Master en User Experience, EDIT, Madrid

MARCH 2018 – NOVEMBER 2022

Diseño Gráfico, Universidad de Palermo, Buenos Aires

MARCH 2011 – DECEMBER 2013

References

References available upon request

Courses

Design Research, UXER School

APRIL 2020 – AUGUST 2020

Product Manager Nanodegree, Udacity

AUGUST 2020 – NOVEMBER 2020

Human Centered Service Design, IDEOU

OCTOBER 2018 – JANUARY 2019

Conduction Usability Testing, The Interaction Design Foundation

MAY 2018 – JULY 2018

Mobile UX Design, The Interaction Design Foundation

MARCH 2018 – MAY 2018

Professional Webmaster

MAY 2013 – DECEMBER 2013