



Leo Arroyo

Product Design Leader
Service Experience Innovator
Advocate for Human Happiness
Technology Play Friend

Recognition

- Cannes Lions
 - IAC Award
 - One Show - Interactive
- Webby Award
- ADC Award
 - Business Award from the City of LA
 - T1 Launch an Idea Award
- T1 Endeavor Award
- RPA Aces Award
- Awwwards. Site of the Day
- FWA of the month
 - Car & Driver: Most Improved Experience

Big wins

FOR THE HONDA WEBSITE

- 280% increase in Request a Quote clicks.
- 85% increase in Inventory Search page views.
- 25% increase in mobile Build & Price views.

FOR TEAM ONE AGENCY

- Pitches resulted in being awarded 2 lucrative Lexus projects.
- Pitches resulted in new Amazon and Dacor accounts.

FOR HUMANS

- Created & produced a hackathon to help make cities more accessible.
- Co-created a device giving autistic kids the power to communicate.
- Contributed to a best-selling ad industry book: *Legacy in the Making*.

Specializations

User Experience + Product Design
Prototyping + User Testing
Client Relations + Collaboration

Creative Direction + Strategy
Team Building + Inspiration
Campaign + Pitch Work

Experience

ASSOCIATE CREATIVE DIRECTOR / RPA - LA / 2018 - Now
Building, leading and inspiring high-performing interdisciplinary teams to positively impact people's lives, through the Honda website.

FOUNDER, CREATIVE DIRECTOR / Strong. Current. - LA / Now
Partnering with startups and design shops to design websites, apps, and brand identities for clients in NYC, LA and Silicon Valley.

SENIOR ART DIRECTOR / Team One - LA / 2013 - 2018
Lexus web design, testing and maintenance. Team organizer and motivator. Web, application, watch app, and VR designer. Director and photographer selection. TV spot direction and set design. Mentoring and speaking to students.

SENIOR ART DIRECTOR / AOL Time Warner NYC, The Chopping Block NYC, BBDO NYC, Ignited LA, Famous Group LA / 2005 - 2013

Education

Manager Bootcamp / Cecilia Gorman Management Coach
Front End Web Development / General Assembly
Design Thinker Course / IDEO U
Bachelor of Art / Graphic Design / University of Florida

Clients


Honda	Adobe	Google
Disney	2K Games	SquareSpace
Amazon	They Might Be Giants	MTV
Lexus	Sony Pictures	

Let's keep in touch

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