

# I'm Gabriel Leni

Integrated Product & Brand Designer,  
London, UK.

**I'm a British-Italian-Argentinian senior designer based in London, with over 10 years of experience delivering innovative design solutions to global brands.**

I've successfully led diverse creative teams and built strong client partnerships, always pushing the boundaries of design to exceed expectations.

**[www.gabrielleni.com](http://www.gabrielleni.com)**



Click image to [watch video of design services.](#)



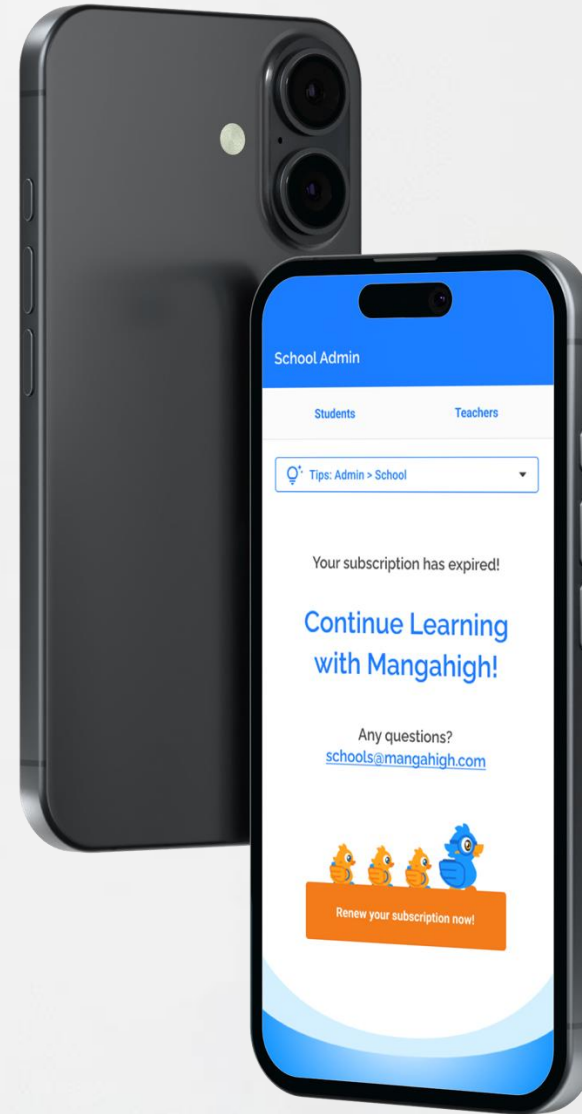
# Product Design

**As a Lead Product Designer, I've improved the user experience of multiple digital products, leading cross-functional teams and mentoring junior designers.**

I specialize in building and scaling design systems for complex platforms, always with a focus on usability and consistency.

My process is deeply data-driven: rapidly testing ideas, validating assumptions, and iterating based on real user feedback. I rely on behavioral insights and KPIs to craft user experiences that solve real pain points across the entire journey.

**With a background in development, I collaborate seamlessly from concept through to deployment, ensuring that design and engineering move in lockstep.**





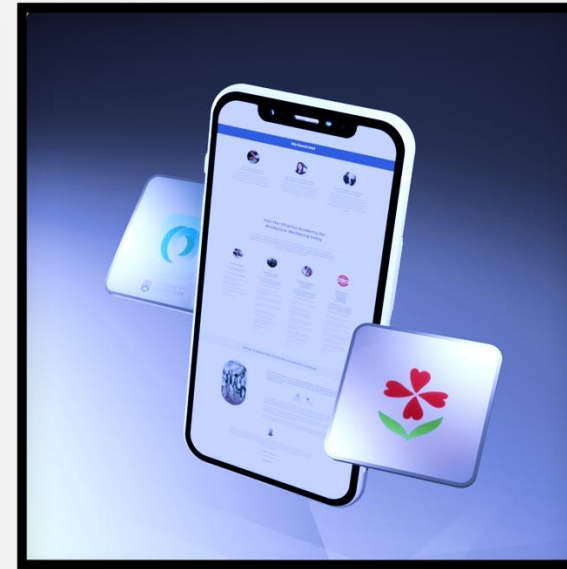
# Brand Design

**With experience in-house as Lead Designer,  
in design studios, freelancing, and consultancy,  
I deliver end-to-end brand systems across digital and print.**

I've led branding strategy for global organisations across edtech, fintech, wellbeing, fashion, luxury, and gaming, working with companies in the UK, US, Japan, Switzerland, Spain, Malta, and beyond.

From concept to execution, I work directly with stakeholders to define creative direction and ensure alignment with KPIs.

**My data-driven approach has consistently increased brand awareness and reduced production costs across channels.**





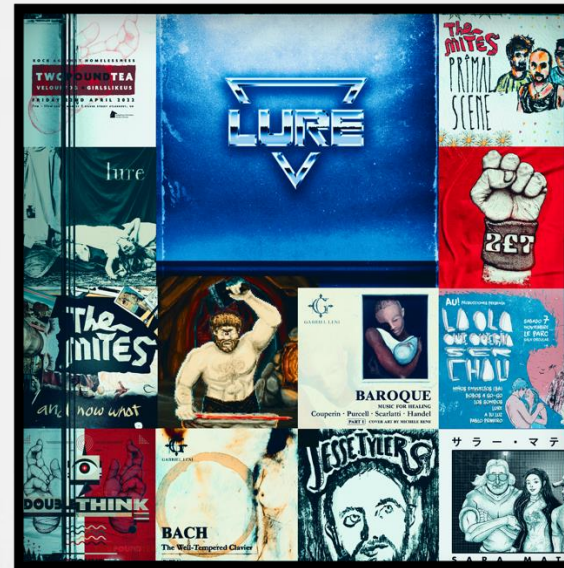
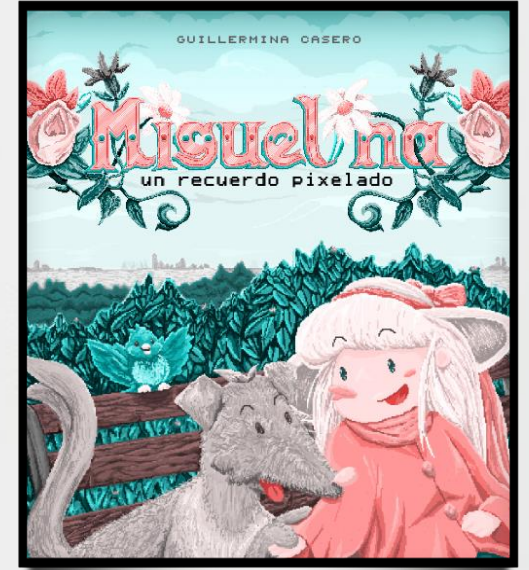
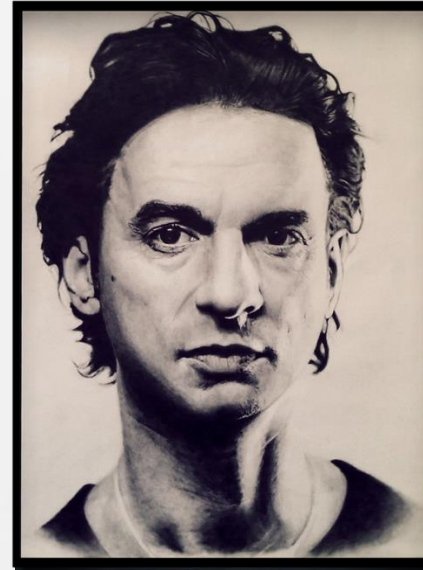


# Multimedia Design

My creative work spans a broad range: Digital and Print for companies, and a wide arrange of artistic skills varying from hyperreal pencil portraits and high-detail pixel art to 3D design, motion graphics, animation and sound design.

I've produced visual and audio content for games, music bands, instructional media, and branded campaigns—delivering full-spectrum storytelling across platforms.

From concept to final cut, I combine artistic versatility with technical skill to craft immersive, high-impact content.





**Toby Rowland**  
Founder & CEO

**King (Candy Crush) / Mangahigh**

Gabriel did a fantastic job on urgent game design projects!

He was communicative, responsive to feedback, and thoughtful in how he translated ideas into strong, user-centered design concepts.

*His background in designing educational games and working on the UX of MangaHigh's products was clearly evident—he brought both creativity and usability to the table.*

**And the best part? It worked. We saw record engagement, and schools still talk about it years later.**

**Overall, Gabriel was a pleasure to work with.**



**Mohit Midha**  
Founder & CEO

**Blue Duck Education / Hoogly**

Back at Mangahigh, we were brainstorming how to boost student engagement— While the rest of us were still figuring out how it might work, Gabriel Leni quietly sketched out the entire framework:

- > Landing pages designed to convert.
- > Leaderboards that kept schools coming back daily.
- > Trophies and digital medals that made kids feel like heroes.

*It wasn't just design. It was systems thinking, gamification, and emotionally intelligent storytelling, all wrapped into one cohesive experience.*

**If you're lucky enough to have Gabriel Leni on your team, hold on tight! He is incredible.**



**Alex Cull**  
Chief Marketing Officer

**A Life In The Day**

Gabriel was a brilliant asset to the team and someone I wish I could take with me throughout my own career!

His skills helped define and evolve the brand strategy whilst supporting peers in all areas of the business to ensure a consistency and quality throughout.

*Alongside his exceptional design skills, Gabriel was a brilliant mentor to junior designers while tackling large projects on his own for the marketing team.*

**I highly appreciated his teamwork, expertise and natural creative drive which make him a brilliant person for anyone who works with him!**



**Cesar Gamio**  
Founder & CEO.

**Dharma Centre for Wellbeing.**

Gabriel has excelled on every project with exceptional design skills and a thoughtful and meticulous approach that has blown me away every time.

He is exceptionally talented in visualising and bringing your brand goals to life, and approaches each project with that overall vision in mind.

***If you want a reliable, consistent, and beautiful brand design that connects with your audience then you're in safe hands with Gabriel. 11/10!***





[gabriel.leni.design](https://gabriel.leni.design)

# Let's work together!

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