

# DAVID LEON

Product Designer & Web Developer

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## SUMMARY

Strategic product designer with 5+ years' experience in product design, adept at creating high quality, user centric projects. Skilled in collaborating with stakeholders to transform briefs into impactful assets as long as shaping new innovative end-to-end products. Eager to contribute expertise to user centered projects as a collaborative team player.

## SUMMARY

### Expedia Parts

*Lead Product Designer* | Remote | 2024 - present

- Redefined business strategy in partnership with key stakeholders to drive a long term, cohesive and scalable design vision.
- Refined the target strategy flows to narrow down consumer flows.
- Created, supported and evolved the company's design system, working closely with engineers to ensure seamless integration.
- Recommend incremental improvements to existing functionality.
- Develop, refine, and maintain user experience guidelines
- Involved in future product planning and cross-product experience flows.
- Focused on medium to high-complexity project branches, including advanced animations and technical components
- Conducted usability testing on prototypes and continuously improved the user experience across services.

### Studio.absTime

*UX/UI Designer* | Remote | 2023 - present

- Provided strategic consultancy services to guide clients through the design process and align design initiatives with their overarching business objectives and growth strategies.
- Developed responsive and accessible designs across web and mobile platforms, ensuring seamless interaction and engagement for users of all abilities and devices.
- Collaborated with clients to conceptualize and execute bespoke design solutions tailored to their unique brand identities and target audiences, to increase brand recognition and customer loyalty.

### Freelance (MK360, The Cocktail, Lumen...)

*Product Designer* | Remote | 2018 - present

- Crafted compelling website redesigns and executed impactful digital marketing campaigns for diverse local clients, elevating user experience and satisfaction to new heights.
- Led creation of wireframes, prototypes, and user flows, refining designs based on user feedback for optimized user experiences and product success.
- Led the user-centered design process to revolutionize on-demand furniture solutions, seamlessly blending aesthetics and functionality to meet evolving consumer demands and preferences.
- Created innovative display stands for top brands including Hershey's, Garmin, Lumen, and Oxxo, using strategic design thinking to enhance brand visibility and boost sales.

### BBVA

*Product Designer* | Mexico City/Remote | 2021 - 2022

- Conducted user research via interviews, surveys, and usability testing. Integrated findings into design decisions with cross-functional teams, ensuring user-centric solutions.
- Designed architecture and user flows within mobile app interfaces to enhance user engagement. Created high-fidelity prototypes using Adobe Creative Suite, Sketch, and Figma.
- Researched opportunities for product contracting to boost BBVA Mx app sales. Applied design thinking and agile methodologies to drive B2B innovation.
- Facilitated decision-making meetings with stakeholders and Scrum teams by creating a design system. Managed projects effectively, ensuring timely delivery and quality outcomes.
- Conducted competitive analysis and market research to identify emerging trends and inform strategic product decisions, resulting in a competitive edge in the market.

### Instituto de Fisiología Celular (Institute of Cellular Physiology)

*Product Designer* | Mexico City/Remote | 2020 - 2021

- Analysis of existing industrial products to improve production and assembly.
- Worked through the design process from sketching ideas to testing a final physical prototype to create a rehabilitation option for hand and arm spastic patients.

- Prototyping of industrial products using 3D print.
- Conducting on-site research with spastic patients to analyze anatomical movements, identify needs, and uncover opportunities for enhancing user experience
- Collaborated with engineering and psychology teams to enhance usability in a video game therapy for spasticity.
- Created CAD 3D print ready models

## SKILLS

Agile Methodologies, responsive design, interaction design, leadership, copywriting, social media management, problem-solving, content strategy, advertising, creative thinking, time management, programming, graphic design, wireframing, prototyping.

## EDUCATION

**Universidad Nacional Autónoma de Mexico (UNAM)**, *Bachelor*, Mexico City, MX, Industrial Design.

**Chiba University**, *One Year Program Abroad*, Chiba, JP, Product Design.