

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

HexClad

UX Designer | Los Angeles, US/Remote | September 2025 - present

- Design user interfaces for web and mobile.
- Conduct user research and usability testing to gather insights and inform design decisions.
- Create wireframes, prototypes, ad mockups to effectively communicate design concepts to stakeholders.
- Collaborate with cross-functional teams to align design strategies with business objectives.
- Develop and maintain design systems and style guides to ensure consistency across all digital platforms.
- Analyze user feedback and activity to iterate and improve the overall user experience.
- Stay updated with the latest design trends and technologies to incorporate innovative solutions.
- Optimize existing user interfaces by identifying areas for improvement and implementing enhancements.
- Coordinate with developers to ensure the technical feasibility of designs and their implementation.
- Document design processes and sessions to maintain a comprehensive design archive.

Expedia Parts

Lead Product Designer | Seattle, US/Remote | September 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 | Cologne, Germany/Remote | May 2023 - July 2025

- 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 | Mexico City/Hybrid | March 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 Jr | Mexico City/Hybrid | April 2021 - March 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)

Industrial Designer | Mexico City/On-Site | February 2020 - August 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 México (UNAM), *Bachelor*, Mexico City, MX, Industrial Design.

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