

Fede Ponce
San Diego CA & CDMX Mexico
+1 626 823 7454
federimanu@gmail.com
linkedin.com/in/fedeponce
fedeponce.com

Director of AI Driven UX

Specializing in multimodal interfaces, intelligent systems, and complex AI powered products.

Executive Summary

Director of AI Driven Products and UX with more than fifteen years leading global teams across the United States, Japan, Europe, and Mexico. Experienced in guiding advanced AI initiatives, multimodal interaction models, and high complexity platforms. Skilled at converting artificial intelligence and data intensive systems into clear, intuitive user experiences that scale to millions of users. Known for unifying engineering, product, and design to achieve measurable outcomes in user retention, performance, and delivery speed.

Core Expertise

AI Driven UX	Multimodal Interaction Design	Strategic Communication
LLM UX and Agent Interfaces	Experiential and Immersive Design	Simulation and Prototyping
Brand Storytelling	User Research and Behavioral Insights	Agile Product Development
Cultural Insight and Narrative Development	Pitch Leadership and Executive Presentation	Organizational Scaling
Digital Product Innovation	Team Mentorship and Culture Building	Cross Functional and Cross Cultural Collaboration
Human Centered AI	HMI for ADAS and Autonomy	Design Systems and Scaled Craft Operations

Professional Experience

Director, Advanced AI Driven UX

Woven by Toyota – Tokyo, Japan

Dec 2020 – Jul 2025

Led the global UX organization responsible for Toyota's AI powered digital cockpit and ADAS interaction systems. Directed teams across design, research, and engineering while defining next generation mobility experiences.

Key achievements:

- Increased global user retention from twelve to forty five percent across more than ten million vehicles.
 - Reduced UX iteration cycles by fifty percent through unified workflows across product, engineering, and design.
 - Built real time multimodal HMI frameworks supporting L4 autonomy and system intent communication.
 - Delivered perception driven UX, adaptive state models, and voice agent interfaces for advanced mobility initiatives.
 - Built a high performing organization with a ninety two percent satisfaction score.
-

Design Director

Fantasy – San Francisco, USA

May 2020 – Dec 2020

Directed UX workstreams for mobility and emerging technology ecosystems. Mentored global teams and delivered high clarity interaction models for complex systems.

Founder and Principal Consultant

Ronin X Design – Los Angeles & Global

Jul 2009 – Jul 2020

Founded and led an advanced product and UX innovation studio delivering intelligent interfaces for automotive, mobility, and enterprise clients.

Key contributions:

- Directed future mobility and HMI programs for Mercedes Benz R&D, Infiniti, and Nissan.
 - Delivered high fidelity prototypes and experience frameworks adopted by executive leaders.
 - Managed a twenty five person team across UX, research, and prototyping.
 - Led more than twenty projects per year across mobility, tech, and enterprise sectors.
 - Reduced overhead by twenty percent through systemized UX operations.
-

Early Career (Condensed)

Advanced UX Consultant – BMW Designworks, Mercedes Benz R&D, Infiniti, Nissan
Creative Direction and Visual Systems – Beachbody, Cimarron Group, Create Advertising,
Petrol Advertising

Education

MIT Sloan – Associate Degree, Neuroscience
MIT Innovation Program – Industrial and Product Design
UCLA Extension – Finance
Art Center – Bachelor of Entertainment Design
