

FEDERICO PONCE

HYBRID DIRECTOR OF PRODUCT & UX

Autonomous Mobility · Robotaxi Platforms · Intelligent Systems

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Summary: Product and UX Director with 15+ years leading AI-driven product strategy, multimodal UX, and complex system execution across the United States, Japan, Europe, and Mexico. Specialized in building and scaling autonomous mobility experiences, including ADAS and L4 systems, where safety, trust, operational efficiency, and rider understanding are critical KPIs. **Proven ability to translate autonomy stacks, perception models, and AI capabilities into intuitive product experiences for drivers, riders, operators, and internal teams.** Experienced in building cross-functional organizations that align Product, Design, Engineering, and AI research, delivering measurable gains in retention, adoption, time-to-market, and operational efficiency.

Experience

Woven by Toyota — Director, Advanced AI-Driven UX

Tokyo, Japan · Dec 2020 – Jul 2025

Led the global UX organization responsible for AI-powered digital cockpit, ADAS, and advanced autonomy interaction systems supporting large-scale vehicle programs:

- Increased global user retention from 12% to 45% across 10M+ vehicles through redesigned multimodal cockpit experiences.
- Reduced product and UX iteration cycles by 50% by unifying Product, Engineering, and Design workflows.
- Defined real-time multimodal HMI frameworks for L4 autonomy, improving system comprehension, trust, and safety perception.
- Delivered perception-driven UX, adaptive system state models, driver and rider feedback loops, and voice agents.
- Partnered with autonomy, simulation, and platform teams to align experience requirements with system capabilities.
- Built and scaled a high-performing global team with a 92% satisfaction score.

Fantasy Interactive — Design Director

San Francisco, CA · May 2020 – Dec 2020

Directed UX programs for mobility and complex digital ecosystems, focusing on clarity, system thinking, and rapid validation.

- Led multidisciplinary teams delivering interaction models for data-dense platforms.
- Improved engagement and decision-making clarity for mobility clients through simplified UX frameworks.

Core Expertise:

- Robotaxi UX and Rider Experience
- Multimodal HMI and In-Vehicle Systems
- AI Product and Intelligent Platforms
- Human-Centered AI and Trust Models
- Simulation-Driven Design and Validation
- Safety, Explainability, and System Transparency
- Fleet Operations and Operator Tooling UX
- Design Systems at Scale
- Cross-Functional Team Leadership
- Global and Cross-Cultural Execution

AWARDS:

CES Best in Show — UX / HMI Innovation

Eyes on Design Award — User Experience & Human–Machine Interface

Key Art Award — Visual Storytelling & Creative Excellence

Golden Trailer Award — Motion Graphics & Theatrical Marketing

Best Motion Graphics Award — Creative Leadership

Published in Stash Magazine

- Led UX and UI design teams across global teams, Europe, USA, China.

— Design & Digital Craft

..Continues below

Ronin X Design — Founder & Principal Consultant

Los Angeles, CA · Jul 2009 – Jul 2020

Founded and led a product and UX innovation studio delivering intelligent systems for automotive OEMs and emerging mobility platforms.

- Directed future mobility, HMI, and autonomy-adjacent programs for **Mercedes-Benz R&D, Infiniti, Nissan, and BMW Designworks**.
- Delivered high-fidelity prototypes adopted into production within 6 months.
- Managed a 35-person team across UX, research, prototyping, and product strategy.
- Reduced operational overhead by 20% through systemized product and design operations.
- Advised executive leadership on autonomy, AI integration, and platform roadmaps.

LANGUAGES

Native: English, Spanish

Beginner: Japanese

Earlier Career (Selected)

- BMW Group Designworks: Senior UI/UX Creative
- Mercedes-Benz R&D: UX and Product Consultant, Creative Direction roles in large-scale digital and interactive systems
- Beachbody: Creative Director UX
- Create Advertising group: Art Director
- Petrol Advertising group: Art Director

EDUCATION

MIT Sloan School of Management — Neuroscience (Associate)

MIT Innovation Program — Industrial and Product Design

UCLA Extension — Finance

Art Center College of Design — Bachelor, Entertainment Design

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