

## Contact

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(LinkedIn)

## Top Skills

Team Development

AI Productivity

Large Language Models (LLM)

## Languages

English (Native or Bilingual)

Spanish (Native or Bilingual)

Italian (Elementary)

Japanese (Elementary)

## Certifications

Blueprints - Essential Concepts

Studio Lighting

Cinema 4D Certified professional

Autodesk Maya Certified  
Professional Certification

Certified Innovation Leader (CIL)

## Honors-Awards

Key Art Award

Best in Show

Best Motion Graphics

Eyes on Design Award

## Publications

Stash Magazine

# Fede Ponce

AI Product Leadership | Sr. Director of AI Product and UX | Intelligent Platforms | Complex Systems | Ex Toyota and Mercedes Leadership Mexico City, Mexico

## Summary

Sr. Director specializing in AI driven user experience and complex product systems. My work focuses on transforming artificial intelligence, multimodal interaction, and high density data into clear, intuitive, and scalable products through a user centered lens. Over the last fifteen years I have led global teams in the United States, Japan, Europe, and Mexico, delivering measurable impact for Mobility companies: Toyota, Mercedes Benz, BMW, and multiple advanced technology programs.

At Toyota, I directed the vision and execution for AI powered digital cockpits and ADAS interfaces, raising global user retention from twelve to forty five percent across more than ten million vehicles. This required deep collaboration with engineering and product partners, plus the development of real time multimodal HMI systems that supported L2 to L4 autonomy. Our team reduced iteration cycles by half and set new internal standards for usability, safety, and trust.

At Mercedes Benz, I improved product outcomes by forty percent by aligning UX, engineering, and product functions under a single agile workflow. I introduced a validation pipeline based on simulation and prototyping that increased successful proof of concepts by fifty percent and accelerated time to market.

My leadership approach centers on clarity, mentorship, and a culture where teams perform at a high level with measurable results. I build organizations capable of operating at the intersection of AI, human behavior, and complex systems.

I am interested in AI UX, AI Product, intelligent systems, mobility, multimodal interfaces, autonomy, strategy, robotics, or platform companies operating at scale.

# Experience

## Quetzal Ai

Fractional Product and Experience Leader

August 2025 - Present (7 months)

Mexico City, Mexico

I lead the product and experience strategy for emerging AI platforms focused on financial, operational, and user centered intelligence. My role centers on aligning product vision, AI architecture, and measurable business outcomes across early stage deployments.

Key contributions:

- Defined the experience strategy for AI powered tools in fintech and mobility pilots.
- Designed frameworks that integrate explainable AI and user trust models.
- Established early KPIs for AI performance, including usability and behavioral metrics.
- Translated complex AI capabilities into clear and actionable interaction models.

This strengthened my ability to integrate AI systems into product direction and build foundations for scalable intelligent platforms.

## Woven by Toyota

Director, Advanced Ai driven UX

December 2020 - July 2025 (4 years 8 months)

Tokyo, Japan

Led the global UX organization responsible for Toyota's AI powered digital cockpit and advanced ADAS interaction systems. Directed a multidisciplinary team of designers, researchers, strategists, and engineers to define the future of intelligent mobility experiences.

Key achievements:

- Increased user retention from twelve to forty five percent across more than ten million vehicles by redesigning multimodal cockpit interactions.
- Reduced UX iteration cycles by fifty percent by establishing a unified workflow across design, engineering, and product.

- Built real time multimodal HMI frameworks for L4 autonomy programs, shaping how drivers and riders understand system behavior and AI intent.
- Developed perception driven UX, voice agents, driver recognition models, and adaptive state interfaces used across advanced mobility initiatives.
- Built a high performing design organization with a ninety two percent satisfaction score through structured mentorship and team development.

### Fantasy

Design Director

May 2020 - December 2020 (8 months)

San Francisco, California, United States

Directed UX workstreams focused on mobility and complex digital ecosystems. Mentored global teams in New York, London, and Ukraine to deliver high impact design solutions. Enhanced user engagement for mobility clients through clear interaction models and rapid prototyping.

- Specialized in redefining mobility experiences across various verticals to enhance user engagement.
- Fostered a culture of innovation and creativity among designers, leading to impactful design solutions.

### Ronin X Design

Founder and Principal Consultant

July 2009 - July 2020 (11 years 1 month)

Greater Los Angeles Area

Founded and led a UX and product innovation studio focused on intelligent interfaces, emerging technologies, and high impact digital systems. Guided multidisciplinary teams working across mobility, AI assisted platforms, and complex enterprise experiences. Combined research, strategy, design, and engineering collaboration to deliver products with measurable business value for global automotive OEMs including Mercedes Benz R&D, Infiniti, and Nissan.

#### Key contributions:

- Directed more than twenty projects per year across mobility, technology, and enterprise clients, establishing clear UX and product strategies that improved adoption and reduced delivery risk.

- Achieved one hundred percent adoption of high fidelity prototypes into production cycles within six months by grounding concepts in research, technical feasibility, and business alignment.
- Built and managed a twenty five person team delivering end to end UX, interaction design, rapid prototyping, and early stage AI supported experiences.
- Established workflows that reduced operational overhead by twenty percent and increased cross functional alignment between design, engineering, and product teams.
- Advised executive stakeholders on product direction, experience strategy, and innovation roadmaps for advanced mobility, data driven platforms, and next generation interfaces.

This decade of entrepreneurial leadership strengthened my ability to shape product vision, deliver under ambiguity, build teams, and translate emerging technology into usable, scalable systems.

**BMW Group Designworks.**

Senior UI/UX creative

September 2015 - February 2017 (1 year 6 months)

Thousand Oaks

Highly confidential work in the area of user experience and culturally relevant solutions. Utilizing cognitive science, environmental design, information design, brand strategy, interaction, service design and storytelling to connect people with the technologies of the future. Working on XD, UX, UI, AR and VR.

**Beachbody**

Creative Director UX

October 2013 - April 2014 (7 months)

Santa Monica CA

As creative director at BeachBody, I have been able to provide: Art direction and team management for multiple product lines across several media.

**The Cimarron Group**

Associate Creative Director

May 2008 - December 2008 (8 months)

Los Angeles CA

In charge of the motion graphics department for theatrical and home entertainment marketing campaigns.

Create Advertising Group

Art Director

March 2005 - March 2007 (2 years 1 month)

Culver City CA

In charge of visual effects, concepts and design for theatrical marketing campaigns.

Petrol advertising

Art Director

2000 - 2005 (5 years)

As an Art Director at Petrol I was in charge of creating print and interactive marketing campaigns for AAA video game titles.

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## Education

MIT Sloan School of Management

Associate's degree, Neuroscience · (June 2022 - September 2022)

Massachusetts Institute of Technology

Innovation, Industrial and Product Design · (2020 - 2021)

UCLA Extension

Master's Degree, Finance and Financial Management Services · (2016 - 2018)

Art Center College of Design

Bachelor of art, entertainment design · (1999 - 2003)