

FEDERICO PONCE

Design Manager, Human Interface Design
Commercial Platforms, Fleet and Enterprise Systems

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SUMMARY

Design leader with 15+ years of experience building and scaling human-centered digital products for automotive, enterprise, and mobility platforms. Proven track record managing and mentoring multidisciplinary design teams while delivering high-quality web and mobile experiences used by internal operators, fleet managers, and commercial customers.

Deep experience working in complex, regulated environments where usability, safety, accessibility, and operational efficiency are critical. Known for advocating design quality in high-pressure, cross-functional settings while balancing business needs, technical constraints, and speed.

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 Design & Digital Craft**

PROFESSIONAL EXPERIENCE

Woven by Toyota

Director, Advanced UX and Product Design

Tokyo, Japan | Dec 2020 – Jul 2025

Led a global design organization responsible for digital interfaces across automotive, enterprise, and operational platforms supporting large-scale mobility programs.

- Managed and mentored senior designers across interaction, visual, and motion design disciplines.
- Established design vision and quality standards for complex web and application-based systems used by operators, engineers, and internal stakeholders.
- Led high-stakes design reviews focused on clarity, usability, and consistency across products.
- Partnered closely with Product Management, Engineering, Research, and Business leaders to deliver human-centered solutions under tight constraints.
- Championed accessibility and inclusive design practices within enterprise tools and internal platforms.
- Successfully navigated complex stakeholder conversations where business urgency conflicted with design integrity, while maintaining trust and outcomes.

Fantasy Interactive

Design Director

San Francisco, CA | May 2020 – Dec 2020

Directed multidisciplinary design teams delivering digital products for enterprise and platform clients.

- Oversaw web and mobile design initiatives from concept through execution.

CORE CAPABILITIES

- Design team management and mentorship
- Enterprise and B2B product design
- Web and mobile interface design
- Fleet and commercial mobility platforms
- Design vision and systems at scale
- High-fidelity interaction, visual, and motion design
- Design reviews and craft excellence
- Accessibility and inclusive design practices
- Cross-functional collaboration with Product and Engineering
- Executive communication and storytelling

EDUCATION

- MIT Sloan School of Management – Neuroscience
- MIT Innovation Program – Industrial and Product Design
- UCLA Extension – Finance

- Guided teams in translating complex requirements into clear, usable interfaces.
- Elevated craft quality through structured critique, mentorship, and design systems alignment.

Ronin X Design

Founder and Principal Consultant

Los Angeles, CA / Jul 2009 – Jul 2020

Founded and led a design consultancy focused on complex digital ecosystems in automotive and enterprise contexts.

- Managed teams of up to 35 designers, researchers, and prototypers.
- Delivered B2B and internal platforms supporting fleet operations, manufacturing, and enterprise workflows.
- Partnered with automotive OEMs including Mercedes-Benz, BMW, Nissan, and Infiniti.
- Built scalable design processes balancing rigor, speed, and quality.

- Art Center College of Design – Bachelor's Degree

EARLY CAREER

- BMW Group Designworks – Senior UI/UX Creative
- Mercedes-Benz R&D – UX and Product Consultant
- Beachbody – Creative Director, UX