

**Fede Ponce**

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## Senior Director of AI Product

Specializing in intelligent systems, multimodal AI interfaces, and large scale product strategy.

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## Executive Summary

Senior Product Director with over fifteen years leading AI driven product strategy, multimodal UX, and complex system design across the United States, Japan, Europe, and Mexico. Experienced in shaping end to end product direction for AI powered platforms, intelligent mobility systems, and enterprise scale technology. Skilled at unifying engineering, design, and executive stakeholders to deliver measurable results in performance, adoption, and operational efficiency.

Delivered major outcomes at Toyota by driving the product vision for AI assisted cockpit systems and ADAS interfaces, increasing global retention from twelve to forty five percent across more than ten million vehicles. At Mercedes Benz, improved product acceptance to eighty five percent and reduced iteration cycles by fifty percent through rigorous product alignment and agile integration.

I excel in environments where product complexity, AI reasoning, and system scale intersect. I create clarity in ambiguous spaces and build organizations capable of delivering reliable, forward looking AI powered products.

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## 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	Product Roadmapping	Cross Functional and Cross Cultural Collaboration
AI Product Strategy	Intelligent Mobility Platforms	Design Systems and Scaled Craft Operations

## Professional Experience

### Director, Advanced AI Driven UX

**Woven by Toyota** – Tokyo, Japan

Dec 2020 – Jul 2025

Defined and executed product direction for Toyota's next generation AI powered cockpit intelligence and ADAS systems. Unified engineering, product, and design to deliver clear system behavior and user trust in advanced autonomy.

#### Key achievements:

- Increased global user retention from twelve to forty five percent across more than ten million vehicles.
- Cut iteration timelines by fifty percent by integrating product, design, and engineering workflows.
- Established multimodal HMI architecture for autonomy programs, including adaptive state management and perception based communication.
- Oversaw development of AI driven features such as voice agents, driver recognition, and real time perception UX.
- Built a high performing design and product team with a ninety two percent satisfaction score.

### UX and Product Consultant (Advanced Technology)

**Mercedes Benz, BMW, Nissan, Infiniti** – USA & Japan

Apr 2017 – Dec 2020

Directed UX and product strategy for future vehicle platforms and early stage AI assisted interfaces. Worked across multiple OEMs to align product direction with technical feasibility and user needs.

#### Key outcomes:

- Improved product outcomes by forty percent at Mercedes Benz through integrated research and iterative prototyping.
- Delivered AI agent prototypes and multimodal cockpit concepts adopted within six months by executive stakeholders.
- Directed teams of up to fifty across design, engineering, and research.

- Supported product direction for autonomy and future mobility programs across Infiniti and Nissan.
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## **Design Director**

**Fantasy** – San Francisco, USA

May 2020 – Dec 2020

Directed UX strategy for mobility and complex digital ecosystems. Provided product direction and mentored globally distributed teams.

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## **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 interface systems for mobility, enterprise, and technology clients.

### **Key contributions:**

- Directed product strategy for future mobility, HMI, and autonomy concepts across major OEMs.
  - Delivered prototypes and frameworks that informed long term product roadmaps.
  - Managed a team of twenty five across UX, research, and prototyping disciplines.
  - Oversaw more than twenty projects per year across mobility and enterprise platforms.
  - Reduced delivery risk and operational overhead by twenty percent.
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## **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

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## **Education**

MIT Sloan – Associate Degree, Neuroscience

MIT Innovation Program – Industrial and Product Design

UCLA Extension – Finance

Art Center – Bachelor of Entertainment Design

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