FEDERICO PONCE

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Product Manager: Simulation, Evaluation & Autonomous Systems
Autonomous Mobility · Robotaxi Platforms · Intelligent Systems

Summary: Product leader with 15+ years working at the intersection of autonomous systems, AI-driven products, simulation, and evaluation tooling. Proven experience translating large-scale ML systems, perception signals, and on-road + simulated data into clear product decisions, launch readiness frameworks, and operator-facing tools. I have led global product and UX strategy for advanced autonomy programs spanning ADAS to L4, partnering closely with data scientists, ML engineers, simulation teams, and platform engineers. My focus is enabling organizations to safely launch autonomy in new environments by improving evaluation signal, system understanding, and decision velocity.

Experience

Woven by Toyota — Director, Advanced AI-Driven UX

Tokyo, Japan · Dec 2020 – Jul 2025
Senior product leadership role for Toyota's advanced autonomy and AI-driven mobility programs. Owned product direction for evaluation-facing systems supporting perception, planning, and human-machine interaction.

• Partnered with autonomy, simulation, and ML teams to define evaluation frameworks translating model performance into actionable readiness signals.
• Designed product workflows that connected simulation results, on-road telemetry, and perception outputs into decision tools used by engineers and leadership.
• Enabled launches across new vehicle platforms by defining safety, quality, and UX acceptance criteria.
• Reduced iteration cycles by 50% by clarifying evaluation ownership, signal quality, and decision thresholds.
• Built multimodal system-state representations improving operator understanding of autonomous behavior and edge cases.

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

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Core Expertise:

• Autonomous Vehicle Product Management (L2–L4)
• Simulation & Evaluation
• Safety-Critical Product Design
• ML Model Evaluation & Readiness Signals
• On-road vs Simulation Performance Analysis
• Launch Readiness for New Markets & Vehicle Platforms
• Data-Informed Decision Making
• Cross-Functional Execution
• Simple UX/UI for Complex Technical Users
• Long-Term Product Vision → Executable Roadmaps

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

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 autonomous 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.

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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LANGUAGES
Native: English, Spanish
Beginner: Japanese