


# Verónica De León Hernández

I’m **Verónica**, a **Generalist Product Designer** in Berlin, passionate about creating intuitive, data-driven interfaces. With experience collaborating across **Marketing** and **Growth** teams, and a curiosity for **Front-end Development**, **Data Analytics** and **AI agents**, I bring a unique, horizontal perspective to solving user problems.

## Work Experience



**Mondly**

2023 - 2024

Growth & Senior Product Designer


A/B testing

User engagement

Web & mobile design

Design systems

Cross-functional collaboration



**EyeEm**

2021 - 2023

Product Designer


Prototyping

Data-driven design

Web analytics

Design systems

Cross-functional collaboration



**BaseCase**

2017 - 2020

Marketing & UX/UI Designer

Marketing design

UX/UI design


Design for SaaS products

Stakeholder collaboration

## Education

**Bootcamp - Data Analytics**

2024 - 2025

Ironhack Berlin 

Python (Pandas, NumPy)

SQL

Data visualization


Tableau

Machine Learning

AI Chatbots & NLP

**Bootcamp - Full-Stack Web Development**

2020

Ironhack Berlin 

JavaScript (React, Node.js)


HTML & CSS

RESTful APIs

Git & version control

**Erasmus - Fotografie und Neuen Medien**

2010 - 2011

Akademie der Bildenden Künste München 


Photography

Digital media

Visual communication

**Diploma - Grafica Editoriale**

2008 - 2012


Accademia di Belle Arti di Roma 

Editorial design


Print & digital media

Typography


## Languages

Spanish 


Native

English 


Proficient

Italian 

Proficient

German 

Upper intermediate

Portuguese 

Beginner

[Github](#)

[LinkedIn](#)

veronicadeleon.de

# Verónica De León Hernández


## Stack


### Productivity


 Slack


 Notion


### Core Tools


 Figma

 Webflow


 Github


 VS Code


 HTML


 CSS


### Learning & Exploring


 Javascript


 ReactJS


 TailwindCSS

 Hugo

 Pandas

 Python

 MySQL

 Flask

### Creative Tools

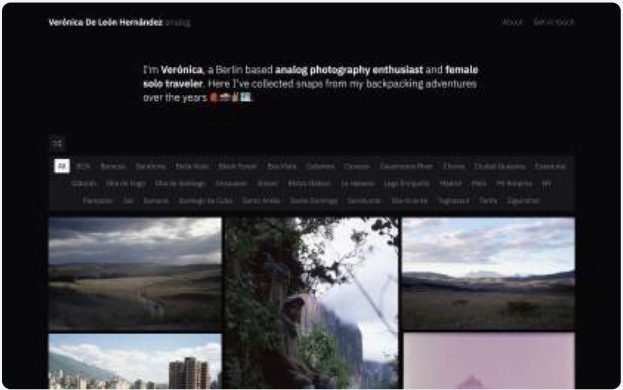
 Photoshop

 InDesign

 Affinity Designer

 Affinity Publisher

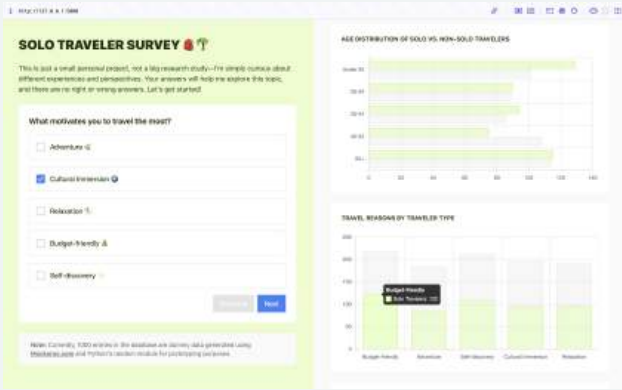
## Other Web Projects



### Analog Web

I designed and built a website to showcase the best analog photographs from my travels. This passion project came to life with modern front-end tools like ReactJS, TailwindCSS, Contentful, and Vercel.

[Let's go!](#) →



### Solo Traveler Survey Project

I developed a survey platform to explore the habits, preferences, and stories of solo travelers, using Flask, Python, MySQL and Chart.js. With dummy data, I simulated real-world insights to visualize findings.

[Let's go!](#) →