

Verónica De León Hernández

Multidisciplinary Product Designer with 7+ years of experience contributing in collaborative, high-performing product teams that deliver impactful products. I am passionate about blending creativity, analytical thinking, and curiosity to solve complex problems.

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Experience

Mondly - Growth & Senior Product Designer 2023 - 2024

A leading language-learning app with 100M+ downloads worldwide, offering gamified lessons and AI-driven learning paths.

- Redesigned Offer Page, increasing average time on page and reducing bounce rate.
- Introduced light theme App Store visuals, driving nearly +3% downloads and meeting Q1 2024 OKRs.
- Optimized Free Trial screen UX and banners, boosting premium subscriptions.
- Built scalable seasonal ad templates, increasing ‘Activate’ taps by 7% and achieving ~2% conversion uplift.
- Restructured and documented the design system during company rebrand, eliminating inconsistencies and enabling cross-team brand adoption.

EyeEm - Product Designer 2021 - 2023

An international photography platform and marketplace connecting 20M+ creators with buyers and brands.

- Redesigned Cart & Checkout flow to streamline the purchase experience.
- Owned and maintained the company’s Webflow presence, ensuring content consistency.
- Designed marketing landing pages supporting key campaigns.
- Supported recruitment and onboarding of a new Product Design team.

BaseCase - UX/UI & Marketing Designer 2017 - 2020

An interactive SaaS platform helping life sciences companies present complex data and product value to clients.

- Designed and implemented interactive demo apps, showcasing product workflows for clients.
- Produced digital and print assets, expanding into UX/UI design for product documentation.
- Collaborated with developers and copywriters on client-facing documentation.
- Transitioned from marketing into UX/UI design, expanding role scope.





Previous Roles

2014 - 2016	NLV&V GbR - Web Designer Designed and implemented WordPress websites, branding, and visuals.
2013 - 2014	Solutas GmbH - Web Designer Created website layouts and implemented designs in WordPress with HTML/CSS.
2011 - 2012	Change, Leadership & Partners LTD - Graphic Designer Designed corporate identity, editorial materials, and presentations.

Education

2024 - 2025	<u>Bootcamp - Data Analytics</u> Ironhack Berlin
2020	<u>Bootcamp - Full-Stack Web Development</u> Ironhack Berlin
2010 - 2011	Erasmus - Fotografie und Neuen Medien Akademie der Bildenden Künste München
2008 - 2011	Diploma - Grafica Editoriale Accademia di Belle Arti di Roma

Code & Data Experiments

 <u>Analog Web</u> Curated gallery of personal analog photography built with React.
 <u>Volcano & Earthquake Dashboard</u> Streamlit app app for exploring seismic activity and eruption data.
 <u>Solo Traveler Survey</u> Interactive Flask dashboard analyzing solo travel motivations.
 <u>TravelWishesBot</u> Telegram Bot recommending destinations with Notion integration.

Tools

Figma
Webflow
Notion
Generative AI
VSCode

Skills

UX/UI Design
Prototyping
Visual Design
Design Systems
User Research
A/B Testing
Data-Driven Design
Product Strategy
Agile Methodologies
Cross-Functional Collaboration

FE & Data

HTML, CSS, JS
ReactJS, TailwindCSS
Python (Pandas), MySQL

Industries

E-Learning
Photography & Creative Platforms
B2B SaaS
Creative Studio/Branding
Communications & IT Services
Consulting & Professional Training