

Verónica De León Hernández

I am **Verónica**, a **Multidisciplinary Product Designer** with 7+ years of experience building intuitive and impactful experiences. My profile bridges design, development, and strategy—utilizing **JavaScript**, **Python**, and **modern web technologies** to solve technical challenges while driving business **growth** through **marketing strategies**. I thrive on problem-solving, transforming complex ideas into seamless solutions.

[in](#)



[Online Portfolio](#) 

Work Experience

- 2023 - 2024

Mondly

Growth & Senior Product Designer

A/B testing

User engagement

Web & mobile design

Design systems
- 2021 - 2023

EyeEm

Product Designer

Prototyping

Data-driven design

Web analytics

Design systems
- 2017 - 2020

BaseCase

Marketing & UX/UI Designer

Marketing design


UX/UI design

Design for SaaS products

Education

- 2024 - 2025

Bootcamp - Data Analytics

Ironhack Berlin 

Python

SQL


Data visualization

Tableau

Machine Learning

AI Chatbots & NLP
- 2020

Bootcamp - Full-Stack Web Development

Ironhack Berlin 


JavaScript (React, Node.js)

HTML & CSS

RESTful APIs

Git & version control
- 2010 - 2011

Erasmus - Fotografie und Neuen Medien


Akademie der Bildenden Künste München 

Photography

Digital media

Visual communication
- 2008 - 2012

Diploma - Grafica Editoriale

Accademia di Belle Arti di Roma 

Editorial design

Print & digital media

Typography

Verónica De León Hernández

Stack



Figma



Sketch



Webflow



VSCode



HTML



CSS



Javascript



ReactJS



TailwindCSS



Python



Pandas

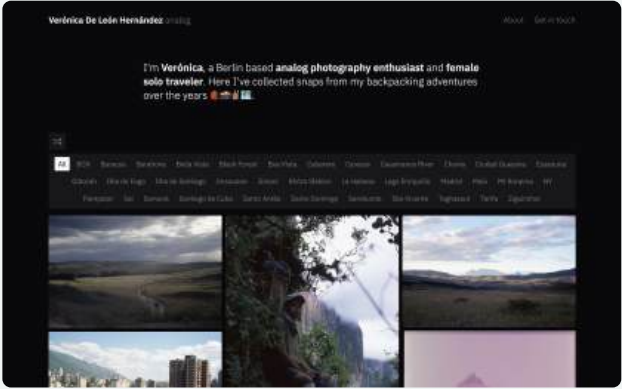


MySQL

Skills & Competencies

- User-centered design
- Problem-solving
- Accessibility
- UX research
- Usability testing
- Web libraries
- Backend & data processing
- API integration
- Automation
- Data-driven decision-making
- Analytics
- Cross-functional collaboration

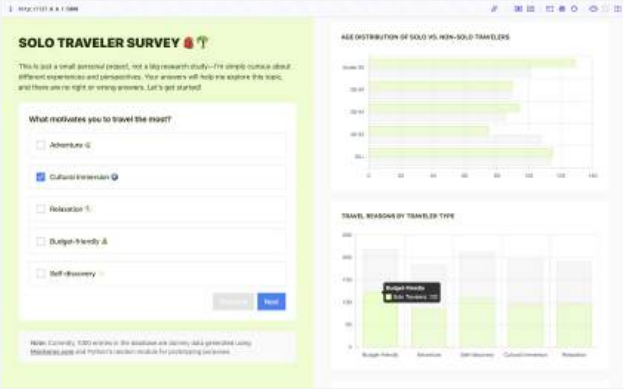
Other Web Projects



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!](#) →