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.
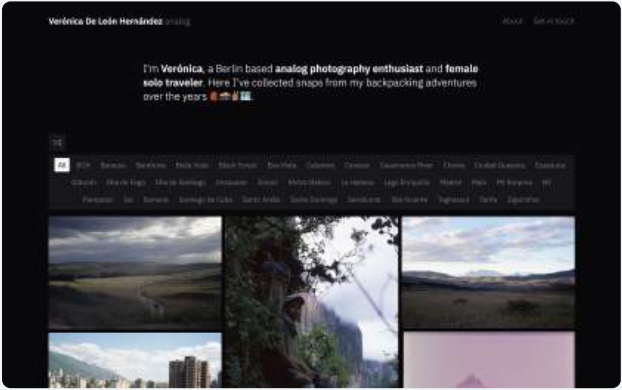
Work Experience

Mondly Growth & Senior Product Designer		2023 - 2024
EyeEm Product Designer		2021 - 2023
BaseCase Marketing & UX/UI Designer		2017 - 2020

Education

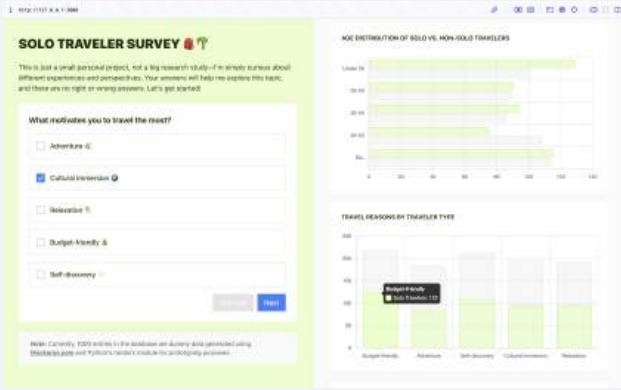|	
Bootcamp - Data Analytics Ironhack Berlin 🇩🇪	2024 - 2025
Bootcamp - Full-Stack Web Development Ironhack Berlin 🇩🇪	2020
Erasmus - Fotografie und Neuen Medien Akademie der Bildenden Künste München 🇩🇪	2010 - 2011
Diploma - Grafica Editoriale Accademia di Belle Arti di Roma 🇮🇹	2008 - 2012

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! →

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Stack

Productivity

| Slack | ●●●●○ | Notion | ●●●○○ |

Core Tools

Figma	●●●●●	Webflow	●●●●○
Github	●●●○○	VS Code	●●●●○
HTML	●●●●●	CSS	●●●●○

Learning & Exploring

Javascript	●●○○○	ReactJS	●○○○○
Tableau	●●○○○	Python	●●○○○
TailwindCSS	●●●○○	Hugo	●●○○○

Creative Tools

| Photoshop | ●●●●○ | InDesign | ●●●●● |
| Affinity Designer | ●●●●○ | Affinity Publisher | ●●●●● |

Languages

Spanish 🇻🇪	Native	●●●●●
English 🇬🇧	Proficient	●●●●○
Italian 🇮🇹	Proficient	●●●●○
German 🇩🇪	Upper intermediate	●●●○○
Portuguese 🇧🇷	Beginner	●○○○○

Github   LinkedIn

veronicadeleon.de