

# Verónica De León Hernández

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

[veronicadeleonh.de](mailto:veronicadeleonh.de)  
[hi@veronicadeleonh.de](mailto:hi@veronicadeleonh.de)  
[LinkedIn](#) | [GitHub](#)

## 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


**Bootcamp - Data Analytics**  
Ironhack Berlin
- 2020


**Bootcamp - Full-Stack Web Development**  
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

-  **Analog Web**

Curated gallery of personal analog photography built with React.
-  **Volcano & Earthquake Dashboard**

Streamlit app app for exploring seismic activity and eruption data.
-  **Solo Traveler Survey**

Interactive Flask dashboard analyzing solo travel motivations.
-  **TravelWishesBot**

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  
Creative Studio/Branding  
Communications  
& IT Services  
Consulting  
& Professional Training