

Verónica De León Hernández

Multidisciplinary Product Designer who blends creativity, analytical thinking, and curiosity to solve complex problems. Experienced in UX/UI, growth, and design systems, and passionate about fostering collaborative, high-performing teams that deliver meaningful products.

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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.

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.

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

Education

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