

# Verónica De León Hernández

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## Work Experience

Mondly (E-Learning)

2023 - 2024

Growth & Senior Product Designer

Key achievements:

- Redesigned Offer Page:** Adapted the app's design system for the marketing landing page, leading to increased average time on page and a lower bounce rate compared to the original version.
- Optimized App Store & Google Play visuals:** Introduced a light theme variant, resulting in a nearly 3% increase in App Store downloads, meeting Q1 2024 OKRs.
- Boosted Premium Subscriptions:** Collaborated with the Growth team on A/B tests, designing new banners and improving the Free Trial screen UX.
- Created scalable in-app ad templates:** Designed flexible ad components for seasonal campaigns, such as Spring 2024, leading to a 7% increase in ‘Activate’ taps and a nearly 2% conversion rate to the App Store Drawer.

A/B testingUser engagementWeb & mobile designDesign systemsConversion OptimizationGrowth Design

App Store OptimizationPerformance Metrics

EyeEm (E-Commerce & Photography Marketplace)

2021 - 2023

Product Designer

Key achievements:

- Redesigned Cart & Checkout:** Conducted data analysis to identify user pain points and optimized the flow, leading to an improved user experience and higher conversion rates.
- Managed Webflow Account:** Owned and maintained the company’s Webflow presence, ensuring consistency and up-to-date content across all web pages.
- Designed Marketing Landing Pages:** Collaborated with Marketing and Innovation teams to create engaging landing pages that supported key campaigns and business objectives.
- Contributed to Team Growth:** Assisted in recruiting and shaping a new Product Design team, supporting the company’s long-term design strategy.

Data-driven designWeb analyticsDesign SystemsE-commerce OptimizationWebflow Development

Cross-Functional CollaborationConversion Rate Optimization

BaseCase (SaaS for Life Sciences & Pharma Sales Enablement)

2017 - 2020

Marketing & UX/UI Designer

Key achievements:

- Managed the Demo App Library:** Designed and implemented interactive tools to support BaseCase documentation, showcasing platform functionalities and product updates.
- Designed Marketing Assets:** Created digital and print materials, including brochures and web images, to enhance BaseCase's online presence and support marketing campaigns.
- Collaborated with Cross-Functional Teams:** Worked closely with developers and copywriters to produce client-facing documentation and tools, ensuring cohesive and effective communication.
- Transitioned from Marketing to UX/UI Design:** Expanded role from assisting marketing efforts to leading UX/UI design tasks, demonstrating adaptability and a commitment to professional growth.

Marketing designUX/UI designDesign for SaaS productsNo-Code Development

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


Stack


 Figma


 Sketch


 Webflow


 VSCode


 HTML


 CSS


 Javascript

 ReactJS

 TailwindCSS

 Python

 Pandas

 MySQL

Languages

Spanish  Native

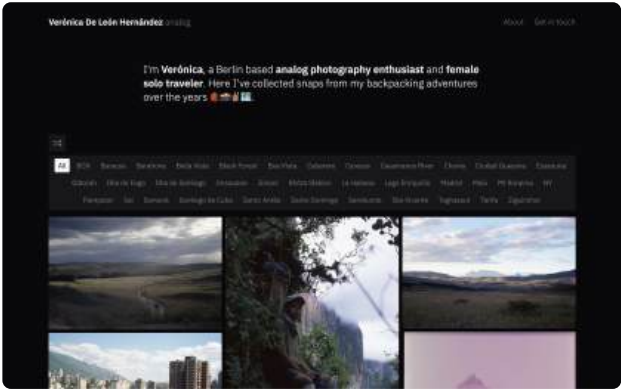
English  C2 Proficient

German  B2 Upper-Intermediate

Italian  C2 Proficient

Portuguese  A1 Beginner

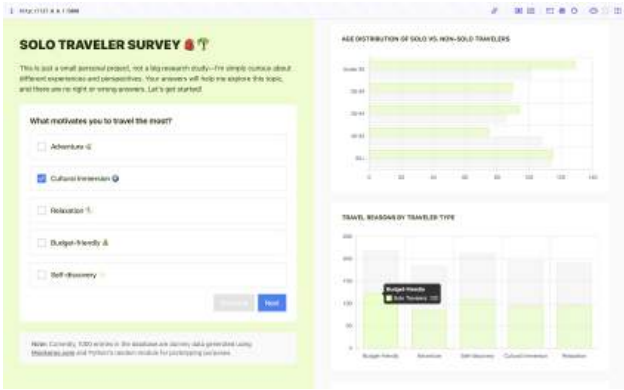
Other Web Projects



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

I developed a survey platform to explore the habits and preferences of solo travelers, using Flask, Python, MySQL and Chart.js. With dummy data, I simulated real-world insights to visualize findings.

Let’s go! →