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 testing   User engagement   Web & mobile design   Design systems   Conversion Optimization   Growth Design

App Store Optimization   Performance 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 design   Web analytics   Design Systems   E-commerce Optimization   Webflow Development

Cross-Functional Collaboration   Conversion 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 design   UX/UI design   Design for SaaS products   No-Code Development

Education

2024 - 2025   **Bootcamp - <u>Data Analytics</u>**
Ironhack Berlin

Python   SQL   Data visualization   Tableau   Machine Learning   AI Chatbots & NLP

2020   **Bootcamp - <u>Full-Stack Web Development</u>**
Ironhack Berlin

JavaScript (React, Node.js)   HTML & CSS   RESTful APIs   Git & version control

2010 - 2011   **Erasmus - <u>Fotografie und Neuen Medien</u>**
Akademie der Bildenden Künste München

Photography   Digital media   Visual communication

2008 - 2012   **Diploma - <u>Grafica Editoriale</u>**
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

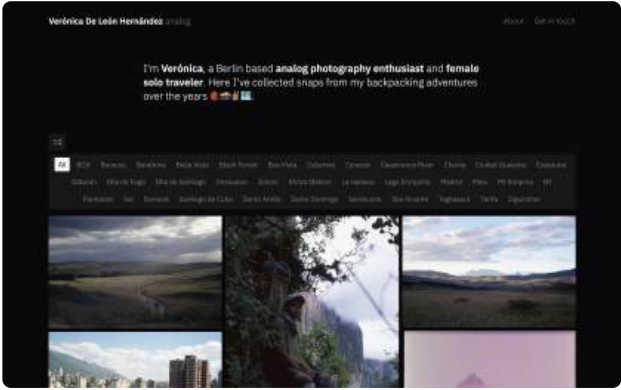**Spanish** Native   **English** C2 Proficient   **German** B2 Upper-Intermediate

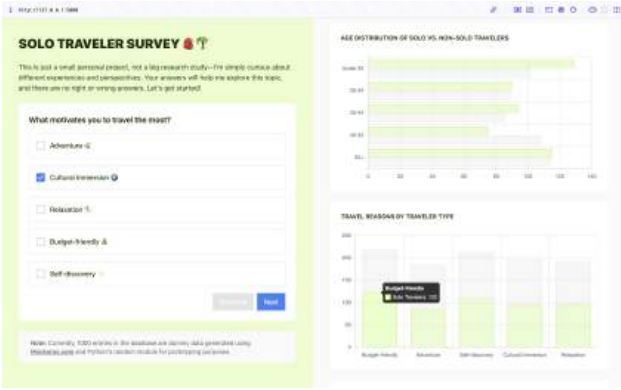**Italian** C2 Proficient   **Portuguese** A1 Beginner

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! →]