

# Verónica De León Hernández

**Product Designer** with 7+ years of experience designing data-informed digital products. Curious about the intersection of design, code and AI, I enjoy building small experiments exploring data, maps, science and interactive experiences.

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## Experience

**Skoove - Freelance Product Designer**

2026

Designed a pricing experience focused on conversion for a digital piano learning platform.

- Transformed a Help Center article into a structured pricing decision flow for non-subscribed users.
- Improved information architecture and content hierarchy for plan comparison and decision-making.
- Collaborated with marketing stakeholders to align business goals with user needs.
- Extended the design system with reusable pricing components for consistency and scalability.

**Mondly - Growth & Senior Product Designer**

2023 - 2024

Designed growth and monetization experiences for a language-learning app with 100M+ downloads.

- Redesigned the Offer Page, increasing time on page and reducing bounce rate.
- Introduced light-theme store visuals, driving ~3% download growth and meeting Q1 OKRs.
- Designed monetization flows and seasonal campaigns to support Premium subscriptions.
- Built scalable seasonal campaign templates, increasing ‘Activate’ taps by 7% and conversion by ~2%.
- Extended and documented the design system during the rebrand, improving consistency and cross-team adoption.

**EyeEm - Product Designer**

2021 - 2023

Led B2C product design at a marketplace connecting 20M+ creators with buyers and brands.

- Redesigned the Cart & Checkout flow to reduce friction and simplify purchasing.
- Simplified complex ecommerce journeys through UX exploration and iterative design.
- Designed reusable ecommerce patterns to improve consistency across purchasing flows.
- Collaborated with product and engineering to translate business needs into user-centered solutions.

**BaseCase - UX/UI & Marketing Designer**

2017 - 2020

Designed interactive product experiences for a life sciences data visualization SaaS platform.

- Designed and implemented interactive demo apps showcasing complex product workflows.
- Translated complex scientific workflows into intuitive digital experiences and documentation.
- Collaborated with developers and copywriters to deliver client-facing product experiences.
- Owned the end-to-end design process, from concept and wireframes to implementation and testing.

## Tech Stack

Figma  
Webflow  
Notion  
Claude Code

## Product

UX/UI Design  
Visual Design  
AI Workflows  
Design Systems  
Systems thinking

## Growth

Product Strategy  
Data-driven Design  
A/B Testing

## Tech

HTML, CSS, JS  
ReactJS, TailwindCSS  
Python (Pandas), MySQL

## Industries

E-Learning  
Photography  
& Creative Platforms  
B2B SaaS

## Previous Roles

|             |                                                                                                                                         |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| 2014 - 2016 | <b>NLV&amp;V GbR - Web Designer</b><br>Designed and implemented WordPress websites, branding, and visuals.                              |
| 2013 - 2014 | <b>Solutas GmbH - Web Designer</b><br>Created website layouts and implemented designs in WordPress with HTML/CSS.                       |
| 2011 - 2012 | <b>Change, Leadership &amp; Partners LTD - Graphic Designer</b><br>Designed corporate identity, editorial materials, and presentations. |

## Education

|             |                                                                                       |
|-------------|---------------------------------------------------------------------------------------|
| 2024 - 2025 | <b>Bootcamp - Data Analytics</b><br>Ironhack Berlin                                   |
| 2020        | <b>Bootcamp - Full-Stack Web Development</b><br>Ironhack Berlin                       |
| 2010 - 2011 | <b>Erasmus - Fotografie und Neuen Medien</b><br>Akademie der Bildenden Künste München |
| 2008 - 2011 | <b>Diploma - Grafica Editoriale</b><br>Accademia di Belle Arti di Roma                |