**Rolando Ponce de Leon**

Designer | Strategist | Systems Thinker | Mentor

I'm a problem solver, creative thinker, passionate about finding the connection between reaching business goals and creating solutions to people's needs.

Strengths: Thought Leadership, Design Thinking, UX Design, Service Design, Design Systems.

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Portfolio: <http://rponcedeleon.com/>

# **WORK EXPERIENCE**

## **UX Design Lead - Design System**

Fannie Mae - October 2017 to Present

* Created the company's design system. From research, defining naming conventions, tokens, components, and patterns design, motion guidelines, implementation, and training.
* Evangelized the benefits of the system to increase efficiency and its role as a foundation for design education and creativity.
* Provided leadership in design thinking & user experience design, building partnerships with key stakeholders from different lines of businesses.
* I've led a talented team of user experience designers, researchers, and content designers to create efficient and modern digital products.
* Instituted a culture of knowledge sharing and conducted design critique sessions, and created the accessibility community of practice.
* Mentored a team of 40 designers, and provided UX consultancy for projects across the organization.

**Senior Lead UX Designer**

Healthcare.gov - October 2015 to October 2017

* Increased enrollment to 12.6 million people in my first year on the project.
* Established the foundation of a design system to improve process working with large teams, and contractors.
* Implemented Design Thinking methods for fast ideation, prototyping of concepts.
* Designed a mobile healthcare.gov experience.
* Worked closely with development teams for alignment between design and code.
* Planned and coordinated with stakeholders, across multiple organizations.
* Mentored project teams on design best practices, and system adoption.

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## **Senior Interactive Designer**

ICF International - December 2014 to September 2015

* Successfully redesigned aging government websites using responsive techniques.
* Increased user engagement and traffic thanks to making web applications work across devices.
* Implemented the use of style guides for consistency in multi-designer and developer teams.
* Mentored junior developers which resulted in increased performance.
* Implemented modular approach to development (component-based) that increased re-usability of code and reduced overhead.
* Scope of work: HTML, CSS, JQUERY, Responsive Web Design, Bootstrap 3, SASS, SVN, Content Strategy, UX Design, Drupal theming, Mura CMS theming.

## **Senior UX & UI Designer**

Capital One

May 2014 to November 2014

* Consolidated all of the bank's services into one single solution.
* Organized the collection and use of data across all existing lines of business.
* Implemented style guides for a smooth experience across multiple lines of businesses.
* Created the foundation for a design system for the organization.
* Worked in multi disciplined teams, using prototypes to clearly communicate concepts.
* Implemented modular design/development for rapid prototyping and reusability of components.
* Translated UX research findings into human-friendly applications.
* Implemented responsive design techniques for our consumer digital products.
* Established weekly proof of concepts meetings with stakeholders.

Scope of work: HTML, CSS, JQUERY, Responsive Web Design, Bootstrap 3, SASS, Git, Content Strategy, UX Design, Prototyping, Agile development.

## **Front End UI & UX Designer**

MMG - February 2011 to May 2014

* Created a process for digital products delivery. From concept to product releases, increasing efficiencies and the quality of work.
* Increased revenue by expanding a line of services like responsive web design.
* Helped to increase product quality by implementing best practices and web standards.
* User Experience Design to provide easy access to information and increase conversion rates. Agile Development.
* Conducted knowledge-sharing sessions to increase collaboration and professional improvement.
* Scope of work: HTML, CSS, JQUERY, Responsive Web Design, Bootstrap3, LESS, WordPress CMS, Content Strategy, UX Design.
* Clients included: National Institutes of Health, National Cancer Institute, Pfizer, Roche, Glasko, and other Pharmaceutical Corporations.

## **Web Designer, Front End Developer**

Freelance - December 2006 to February 2011

* Web Design, creating the website look and feel including typography, logo design, image optimization, and color theme
* Web Development, converting PSD's to HTML for website structure, using CSS for custom styling, JS to add behaviors making a more interactive experience.
* UI and UX oriented design making websites that are easy to understand and navigate making a comfortable experience for the user and increasing the websites rate of return.
* Content strategy, creating/converting content to semantic HTML, respecting the target audience, using the right keywords to improve SEO.
* Corporate Identity & Branding, according to the client's business nature and industry latest trends.
* WordPress Development, using this powerful CMS to create dynamic websites to easily edit or change content, multiple capabilities such as blogs, e-commerce, surveys, contact forms, assign different levels of access for multiple users.

# **EDUCATION**

## **A.A.S. in Communications & Web Development**

Montgomery College - Rockville, MD August 2006 to May 2008

## **Certified Design Thinking Practitioner - LUMA Institute**

Effective design thinking skills to tackle the most difficult innovation challenges creatively, collaboratively, and with confidence in a better way of working. Learned a robust problem-solving toolset to help my team identify the right problems to solve and design solutions that people want and need.

## **UX Design Management - Nielsen Norman Group**

Acquired knowledge on leading UX activities and to help inexperienced teams mature. Effectively applying UX and management practices to plan, communicate, negotiate, control, and measure UX work, people, and processes.

## **Leadership through Design Innovation - Northwestern University**

Acquired hands-on experience applying the human-centered design process to real-world challenges, and exploring the world.

Engaging with end users, effectively frame problems, identify potential solutions, and build prototypes to test assumptions and learn what works (and doesn’t). Then dive into a range of ways large and small to bring design innovation inside the organization.

## **UX Researcher - Nielsen Norman Group**

NN/g’s UX Research training courses cover a wide range of techniques for gathering meaningful, actionable information about user behavior.

I've re-affirmed my knowledge and hands-on experience in executing the techniques effectively and soundly.

## **Leadership - University of California, Graduate School of Management**

Develop situational leadership frameworks to adapt to leadership challenges as they arise.

# **SKILLS**

* UX Design (10+ years)
* CSS (10+ years)
* User Interface Design (UI) (10+ years)
* Lean UX (8 years)
* Design Strategy (10+ years)
* Design Thinking (10+ years)
* Design Systems (7 years)

# **PUBLICATIONS**

**Remote work in times of crisis** <https://uxdesign.cc/remote-work-in-times-of-crisis-5d347c2ef0a0> April 2020

There’s a key aspect to working remotely that is different during this COVID-19 crisis, a big contextual change for remote workers now is that working remotely is not controlled...

## **Leading design teams**

[https://medium.com/@rolandopdl/leading-design-teams-fdad085da006](https://medium.com/%40rolandopdl/leading-design-teams-fdad085da006)

Managing design teams requires openness, inclusiveness, common sense, a flat hierarchical structure, trust, freedom, flexibility. Also, it is very important for organizations to improve their operational processes, and to provide the resources their teams need to grow.