



Rolando Ponce de Leon

Designer, Strategist, Systems Thinker, and Mentor. I help organizations achieve their vision by creating meaningful products and services that help people live a better life.

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Experience

- UX Design Lead - Design Systems

Blueprint Design System

Created a design system, specific to the company's needs. From research, defining naming conventions, tokens, components and patterns design, implementation, training, and evangelization.

Oct 2017 – Present

Fannie Mae
- Senior Lead UX Designer

Healthcare.gov

Improved web and forms design increased enrollment rates. implemented DT methods for fast ideation, prototyping of concepts. Created a design system to improve cross team efficiency.

Oct 2015 – Oct 2017

Booz Allen Hamilton
- Senior UX / UI Designer

ICF International

Created style guides for multiple .gov projects, these improved colaboration between design and development teams. Mentored junior designers, which resulted in increased performance.

Dec 2014 – Sept 2015

ICF International
- Senior UX Designer

Project Ease

Solved the challenge of consolidating all of the bank's services into one cohesive solution. Created the foundation for their design system.

May 2014 – Nov 2014

Capital One
- Front End Developer / Designer

Clinical trials (websites and screeners)

Systemized the development of web screeners used in clinical trials. Created a design system for consistency across multi designer teams.

Feb 2011 – May 2014

MMG Inc.

Education

- Self Taught

Books, online resources to learn Design & Development has really paid off. The learning never ends.
- Montgomery College

A.A.S. Web Development
- UX Research Certification

NNg Group
- UX Management Certification

NNg Group
- Design Thinking Certified Practitioner

LUMA Institue
- Leadership Through Design Innovation

Northwestern University
- Organizational Leadership

University of California - Davis

Skills

- Design Thinking
- Research
- Storytelling
- Journey Maps
- Low & Hi fidelity prototyping
- Visual Design
- Usability Testing
- Service Design
- Accessibility
- Front End Development