

Rolando Ponce de Leon

Designer | Strategist | Systems Thinker | Mentor

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.

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: UX Design, HTML, CSS, JQUERY, Responsive Web Design, Bootstrap 3, SASS, SVN, Content Strategy.

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.