

Luis Ponce de León | Lead Product Designer | +503 752 2982 | luisponcedesign@gmail.com
Portfolio: poncedesign.com | LinkedIn: [linkedin.com/in/ponce](https://www.linkedin.com/in/ponce)

BIO

Senior design leader with 20+ years shaping enterprise products used at scale. Combines strong UX craft with strategic thinking to drive adoption, simplify workflows, and align design with business goals. Passionate mentor and team builder.

EXPERIENCE

Lead Product Designer / Founder

PonceDesign

Portland, OR – September 2026 – Presents

- PonceDesign brings expertise in digital product and AI experience design

Senior Product Designer

Seismic

Remote – June 2020 – September 2026

- Led redesign for AI-powered mobile driving ↑ 25% YoY MAU
- Design lead for Seismic Exchange & Integrations (Slack ↑ 141% YoY & CRM 43M Actions)
- Enhanced Global Variables UX Configuration - Automation & Personalization

Senior Product Designer

Vacasa

Portland, OR – January 2019 – March 2020

- Redesigned reservation and operations dashboards
- Improved financial workflows and internal efficiency

Staff User Experience Designer

Dexcom

Portland, OR – May 2018 – December 2018

- Led UX strategy for CGM mobile applications
- Improved usability for critical healthcare experiences

Lead User Experience Designer

Viewpoint Construction Software

Portland, OR – June 2015 – May 2018

- Modernized analytics and BI dashboards
- Redesigned enterprise accounting workflows

Senior User Experience Designer

WebMD

Portland, OR – September 2012 – June 2015

- Designed mobile and web experiences for health platforms and coaching tools
- Delivered UX for large-scale programs including BCBS Federal Employee Program

Adjunct Faculty

[SCAD, Portland State University](#) and Art Institute of Portland

- Taught UX/UI, multimedia, and product design
- Mentored designers and helped shape future design talent

TECHNICAL SKILLS**Specialties:**

Design thinking and strategy, sketching, wire framing, mobile design, responsive design, user models, user research, competitive analysis, heuristic evaluation, information architecture design, usability testing, interactive design and prototyping

Software:

AI: Claude, Figma Make, ChatGPT, Gemini

Prototyping: Figma, UXpin, Axure, Popapp

Agile: Kanban Methodologies, Lean UX Practices

Project Management: Jira, TFS, Trello, Asana

Adobe: After Effects, Premiere, Photoshop, Illustrator, InDesign, Acrobat

Microsoft: Excel, PowerPoint, Word

Programming: HTML5, CSS3, JavaScript

EDUCATION

Master of Fine Arts, Video

[Savannah College of Art and Design](#)

Savannah, GA

Bachelor of Fine Arts, Communications

[American University](#)

Washington, DC

French Baccalaureate in Mathematics and Philosophy

[Lycee Francais de Madrid](#)

Madrid, Spain