

# HANS C. LEON

LEAD UX/UI DESIGNER | USER-CENTERED SOLUTIONS | DATA-DRIVEN STRATEGIES | BRAND CONSISTENCY

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Tampa

SUMMARY

As a UX Designer, I specialize in user-centered design, wireframing, prototyping, and design systems to create seamless design experiences. With expertise in user research, data analytics, and A/B testing, I refine designs to improve usability and engagement. My 15 years in graphic design and branding enhances my ability to craft visually compelling and functional interfaces. Collaborating cross-functionally, I align UX strategies with business goals to drive product success and market expansion.

EXPERIENCE

<div>04/2022 - 04/2024</div> <div>Charlotte, NC</div>	<div>●</div> <div><div>Lead UX/UI Designer</div><div>Gambling.com Group</div><div><ul style="list-style-type: none"><li>Led UX design initiatives by identifying design challenges and implementing elegant, user-centered solutions that aligned with complex business objectives</li><li>Designed wireframes, high-fidelity mockups, and interactive prototypes across responsive screen sizes using Figma, Sketch, InVision, and Adobe Suite</li><li>Played a key role in the successful expansion into 15+ U.S. states and 3 international markets by leveraging data-driven UX strategies to drive business growth</li><li>Maintained and evolved the company's design system and visual style guide, ensuring brand consistency, scalability, and efficiency across digital products</li><li>Used data analytics to track user flows, analyze behavior, and identify opportunities for continuous product optimization</li><li>Conducted A/B testing with VWO to refine user interactions, improve conversion rates, and implement iterative digital design enhancements</li><li>Implemented UX best practices for SEO-driven product designs, ensuring seamless integration of user experience and search optimization strategies</li></ul></div></div>
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STRENGTHS

<div><div></div><div><div>Creative Problem Solver</div><div>Expert in crafting innovative design solutions for complex business challenges.</div></div></div>	<div><div></div><div><div>Collaborative Team Player</div><div>Skilled in fostering effective collaboration across diverse teams and stakeholders.</div></div></div>
<div><div></div><div><div>Technical Proficiency</div><div>Proficient in multiple design and prototyping tools to create engaging interfaces.</div></div></div>	<div><div></div><div><div>Analytical Design Thinking</div><div>Data-driven approach to design, enhancing user experience through informed decisions.</div></div></div>

## UX/UI SKILLS

UX/UI Design | Interaction Design | Interface Design | Product Design | Wireframing | Prototyping | Usability Research | Responsive Web Design | HTML / CSS / JavaScript (Basic Understanding) | Accessibility (WCAG Standards) | A/B Testing | Usability Testing | User Journeys | Personas | Storyboarding | User Research | Information Architecture | Site Mapping | Scrum / Agile Methodologies | Visual Design | Branding

## DESIGNS TOOLS

Figma | Sketch | Adobe XD | Jira | Slack | Confluence | Adobe Suite | Microsoft Office | Visual Studio Code | VWO (A/B Testing Platform)

## EDUCATION

2008

Bachelor's Degree: Graphic Design

Bethpage, New York

Briarcliffe College

## FIND ME ONLINE



LinkedIn

linkedin.com/in/hans-leon-a6d



Portfolio

behance.net/hansleon417

## LANGUAGES

English

Native

Spanish

Native