

HANS C. LEON

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

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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

04/2022 - 04/2024 • Lead UX/UI Designer
Charlotte, NC

Gambling.com Group

- Led UX design initiatives by identifying design challenges and implementing elegant, user-centered solutions that aligned with complex business objectives
- Designed wireframes, high-fidelity mockups, and interactive prototypes across responsive screen sizes using Figma, Sketch, InVision, and Adobe Suite
- 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
- Maintained and evolved the company's design system and visual style guide, ensuring brand consistency, scalability, and efficiency across digital products
- Used data analytics to track user flows, analyze behavior, and identify opportunities for continuous product optimization
- Conducted A/B testing with VWO to refine user interactions, improve conversion rates, and implement iterative digital design enhancements
- Implemented UX best practices for SEO-driven product designs, ensuring seamless integration of user experience and search optimization strategies

06/2019 - 04/2022 • UX/UI Designer
Bloomfield, NJ

Hyro Designs LLC

- Responsible for end-to-end UX design processes for new and existing digital products, utilizing an iterative, human-centered design approach
- Designed user flows, wireframes, mockups, and interactive prototypes across a range of devices and interfaces using Figma and Adobe Suite
- Conducted market analysis, user research, and usability testing to gather insights from stakeholders and customers, informing design decision
- Developed visually compelling storyboards and generative wireframes to establish clear content hierarchy and user workflows
- Executed competitive UX benchmarking to refine product strategies and enhance user experience
- Collaborated cross-functionally with product management, marketing, sales, customer success, and technology teams to align business and user needs

07/2014 - 07/2019 • Senior Graphic Designer
Bergenfield, NJ

American Image

- Responsible for all branding, logo development, and large-format printing initiatives to maintain brand consistency across all marketing projects
- Collaborated with stakeholders and cross-functional teams to ensure cohesive brand identity across digital and print channels while staying up-to-date with market design trends
- Executed high-impact marketing campaigns and design projects—including digital/print ads, social media graphics, brochures, banners, and web assets—helping reduce production costs by an average of 12%
- Developed innovative design solutions that translated brand strategy into compelling visual assets, overseeing creative direction for designers and illustrators
- Managed multiple projects with overlapping deadlines, ensuring timely delivery of high-quality assets in a fast-paced environment
- Provided hands-on creative leadership, demonstrating expertise in typography, color theory, and layout design to enhance brand aesthetics and engagement

STRENGTHS

Creative Problem Solver

Expert in crafting innovative design solutions for complex business challenges.

Technical Proficiency

Proficient in multiple design and prototyping tools to create engaging interfaces.

Collaborative Team Player

Skilled in fostering effective collaboration across diverse teams and stakeholders.

Analytical Design Thinking

Data-driven approach to design, enhancing user experience through informed decisions.

UX/UI SKILLS

UX/UI Design | Interaction Design | Interface Design | Product Design | Wireframing | Prototyping | Usability Research | Responsive Web Design | Front-End Development (HTML, CSS, JavaScript) | 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 | GitHub

EDUCATION

2008 • Bachelor's Degree: Graphic Design
Bethpage, New York **Briarcliffe College**

FIND ME ONLINE

 **Portfolio**
www.hansleon.com

 **LinkedIn**
www.linkedin.com/in/hans-leon-a6d

LANGUAGES

English
Native



Spanish
Native

