

Angelica Leal

Senior Product Designer · M.Sc. Data Science

Profile

Senior product designer with 9 years working across marketplaces, e-learning and AI products. Accelerated the launch of 15 MVPs by streamlining the design validation process.

I combine quantitative research, ML integration and behavioral data to ship measurable growth. Owning end-to-end experiences and prototyping in code alongside engineers.

Experience



Product Designer

Aviv Group | Full time | Berlin, Germany | Nov 2023 – Present

- Conducted research for **5 AI tools within the platform**, created AI agents for copy writing, accessibility, illustrations and prototyping.
- Led design for an **ML-powered listing creation tool**, working closely with engineers.
- Improved listing process, **making it 3x faster and raising user sessions by 130%**.
- Shipped **3 management dashboards**, for different countries and users, increasing customer satisfaction by 40%.



Product Designer

Imago | Working student | Berlin, Germany | Nov 2022 – Jul 2023

- Reduced cognitive load on the search page and payment flow through a **reworked information architecture**.
- Grew monthly active users by 15%** within six months.



Senior UX Designer

QUO Logistics · Freelance | Remote | Mar 2022 – Nov 2022

- Launched **5 MVPs of digital services** provided in the platform, designing for different roles and data structures.
- Established design system, giving reusable components that improved consistency across **web and native app touchpoints**.
- Prototyped and visualized key features including real-time tracking, performed **AB testing and design QA**.



Head of product design

Booklick · Full time | Remote | Feb 2021 – Aug 2022

- Scaled the platform to **connect 70 universities and 205k students** across Latin America and Europe.
- Interviewed +40 users**, mapped customer journeys, and synthesized insights to guide design decisions.
- Designed 8 end-to-end complex user flows**, including the smart search page, chats section, library profiles among others.



Co-founder, Head of product

Red Panda | Bogotá, Colombia | Oct 2020 – Jun 2021



Product Designer

Wishper · Full time | Bogotá, Colombia | Jun 2019 – Sep 2020



Research and Robotics Designer

TNS · Full time | Bogotá, Colombia | May 2017 – May 2019

Berlin, Germany

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Skills

- Design Thinking
- User research
- Product Strategy
- Hi-fi prototyping
- Agile Delivery
- Info architecture
- Mobile-First Design
- Front end dev
- Design system & UI kits
- Machine learning
- Data visualization
- Data analysis
- AI Literacy

Tools

- Figma
- Adobe suite
- Rive
- Maze
- Framer
- Cursor
- Jira
- Python
- Lovable
- Fusion 360
- Claude code
- Tableau
- Google analytics
- LottieFiles

Education

M.Sc. Data Science

University of Europe for Applied Sciences
2021 – 2023

- Thesis: “Integrating CNN-based wireframe testing into design thinking.”

B.A. Industrial Design

Pontifical Xaverian University
2014 – 2019

- Participated in the 2016 Biennale di Venezia and established the Design Factory research team.

Languages

English - Professional - C1

German - Conversational - B1

Spanish - Native