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Leopoldo Udan, Product Designer

Versatile design guru: excels in organizing chaos, loves team vibes, solves problems on the fly, dives deep into research, and communicates like a breeze.

Experience

Lead Product Designer, Vivid Seats

Jul 2021 - Present • Chicago, IL

Progressed from Senior to Lead Designer where I lead design systems for web & app, spearheaded the app redesign, and lead continuous discovery & optimization to improve retention within the App.

Senior UX Designer, Macy's

Jan 2019 - Jun 2021 • New York, NY

I held progressive roles from Associate to Senior Designer where I lead comprehensive design strategies for Product Display Pages, driving substantial revenue increases.

Assistant Art Director, Gap

Jun 2016 - Jan 2019 • San Francisco, CA

Advanced from an Associate Designer to leading design efforts for Gap Online's Adult Division — managing designers, overseeing global digital assets, and spearheading high-visibility campaigns.

Web Designer, Drjays

Dec 2011 - Apr 2014 • San Diego, CA

I designed and coded digital assets, collaborated on campaigns with design and photography teams, initiated concepts alongside the Art Director, and presented prototypes for website and email assets.

Education

UC Berkeley

BA Architecture

Mt. San Jacinto College

AA Visual Communications

Tools

Figma | User Testing | Full Story | Reputation | Confluence | Notion