LEOPOLDO UDAN JR
LEAD PRODUCT DESIGNER

leoudan.com
linkedin.com/in/leopoldoudan/

leo@leoudan.com
949 603 6558

EXPERIENCE

Vivid Seats
Lead Product Designer
2021 — Present
Chicago, IL

North Star Achievement: Exceeded the org's North Star goal of increasing Gross Order Volume share from the app, achieving 41.1% of total GOV in 2025 & surpassing the 40% target.

Conversion & Revenue: Led 30+ successful optimizations across core flows, driving a +11 basis point conversion lift & generating over $580K in GOV in the initial launch of the new App.

Design Ops & Scalability: Maintained App Design System Governance by keeping track of components and optimizing design-to-engineering handoffs with clear specs.

Trust & Retention: Spearheaded the Order Confirmation/Details Redesign by synthesizing customer service data, app reviews, and fulfillment edge case which improved user retention.

Macy's
Senior Product Designer
2019 — 2021
New York, NY

Massive Revenue Impact: Led the design strategy and implementation of Product Display Page (PDP) features that drove +$20M in incremental revenue for Macys.com and Bloomingdales.com.

UX Optimization at Scale: Designed solutions to improve the UX and interface for review forms, increasing reviews submitted by +1% (estimated at about 1 million reviews).

End-to-End Ownership: Led end-to-end design strategy for improving the Product Detail Page (PDP) in an agile environment across responsive web and native mobile apps (iOS + Android).

Gap
Assistant Art Director
2014 — 2019
San Francisco, CA

E-commerce Performance: Spearheaded the Gap 2016 Denim Campaign's immersive experience, which drove high customer engagement, achieving a +166% increase in RPD and up to +125% to the 2015 benchmark.

Team Leadership: Led design for Gap Online's Adult Division and managed designers overseeing global digital assets.

Recognition: Received The Blue Box Award (for exceeding expectations and driving business results).

EDUCATION

UC Berkeley Extension, 2017

Professional Program for User Experience Design

UC Berkeley, 2010

Bachelor of Arts, Architecture

MSJC, 2008

Associate of Arts, Visual Communications

TOOLS

Design & Prototyping

Figma Design, Figjam, Figma Make

Research & Documentation

Dscout, Full Story, Confluence, Jira, Notion