

Michael Joel De Leon

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PROFESSIONAL SUMMARY

Product Designer with 3+ years of experience in **startups and digital products**, specializing in **end-to-end design, user research, and product strategy**. Passionate about building **scalable, user-centric solutions** that drive business impact. Proficient in **Figma, design systems, and Agile workflows**, with a strong ability to collaborate with engineers, product managers, and stakeholders to translate insights into high-impact solutions.

EDUCATION

New Jersey Institute of Technology – Newark, NJ

B.S in Information Technology | Web Applications Specialization | Cum Laude | GPA: 3.56

Middlesex County College – Edison, NJ

A.A.S. in Computer and Information Systems | Cum Laude | GPA: 3.44

PROFESSIONAL EXPERIENCE

Cambio Labs | *Remote Product Designer* | **Oct 2023 – Feb 2024** | Astoria, NY

- Directed **end-to-end UX processes** for a startup platform, creating a scalable **design system** from scratch, improving design efficiency and brand consistency.
- Conducted **user research and usability testing**, validating product decisions with real user insights.
- **Influenced product strategy** by presenting research findings and design solutions to founders, securing buy-in for key UX improvements.
- Maintained shared UI components in **Figma**, streamlining development and improving design consistency.
- Worked with developers to ensure seamless **handoffs and implementation** of UI designs.

The Social Interaction Lab | *Product Designer (AR & UI)* | Apprenticeship | **Jan 2023 – Aug 2023** | Newark, NJ

- Spearheaded **usability testing and iterative validation** during design sprints to refine a custom UI system.
- Launched an Instagram AR filter, gaining over **5,000+ impressions in its first week** and increasing brand engagement by **30%**.
- Created **wireframes and interactive prototypes**, improving the responsiveness of AR solutions.

New Jersey Orators | *Remote UX/UI Designer* | Internship | **Oct 2022 – Feb 2022** | Bridgewater, NJ

- **Collaborated with stakeholders** to gather user feedback and define design goals, leading to the redesign of WordPress UI elements that resulted in a **40% increase in page views**.
- Implemented SEO and usability improvements, driving a **20% boost in organic search traffic**.

PROJECTS

Coinnect: A Social Finance App | *Product Designer*

- **Led UX/UI design** for a **fintech startup concept**, creating user flows, wireframes, and prototypes in **Figma**.
- Executed the **design** of key app features, ensuring they were intuitive and aligned with business objectives.
- **Analyzed competitors** to identify pain points in user engagement, integrating insights to improve Coinnect's unique offering.
- **Built hi-fi prototypes** to visualize financial literacy features, boosting user understanding and satisfaction.
- Presented the project as a case study, receiving feedback from UX peers to refine usability improvements.

SKILLS

Product Design: Design Systems, UX/UI, Interaction Design, Information Architecture, Prototyping, User Flows

Research & Strategy: User Research, Usability Testing, Competitive Analysis, A/B Testing, Data-Driven Design

Tools & Technologies: Figma, Miro, Notion, WordPress, GitHub, Webflow, Accessibility Best Practices

Development Knowledge: HTML, CSS, JavaScript, React, Tailwind CSS, Next.js