

Jean Paul Leon

Product Designer

RELEVANT EXPERIENCE

Bloomberg Industry Group

Product Designer 1 | July 2021 - April 2024

Product Designer 2 | April 2024 - Present

Bloomberg subsidiary setting the standard in the tax, law, and government sectors — providing the tools and intel to our users to stay ahead.

- Collaborated closely with developers to hand off designs and actively participated in Agile ceremonies, including sprint planning, reviews, retrospectives, and daily stand-ups.
- Designed and tested landing page concepts for the Bloomberg Tax Research platform, grounded in prior user research and persona insights to improve usability.
- Led usability testing to validate design enhancements to the Bloomberg Tax Search experience, increasing platform find-ability and engagement for over 40,000 monthly active users.
- Spearheaded a large-scale discovery initiative targeting junior corporate tax professionals, leading to the creation of Bloomberg Tax Compliance Tracker.
- Led design and research for Compliance Tracker, driving adoption by 300+ companies and activating 1,800+ unique users.
- Resolved usability issues in Bloomberg Tax Provision software, driving increased sales of bundled software solutions.
- Supported the transition to the new design system, collaborating with designers, developers, and product managers to maintain a consistent design language across Bloomberg Tax products.

Queens Medical Office - UX Designer

Remote | June 2018 - 2020

Clinical Business in Queens, NY with 5 locations committed to offering the highest quality medical services to low income patients.

- Designed a new patient facing website, boosting online visibility and increasing site traffic by over 90%.
- Conducted user interviews and developed personas to address key pain points in patient check-in processes, resulting in 88% of visits from new patients.
- Enhanced patient experience by integrating Google Maps plugins, improving accessibility to clinic information, and contributing to a weekly patient flow of over 1,000
- Designed a new visual language that has been used for the website and clinic's social media posts in order to create a more recognizable brand.

JPLeon.com

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EDUCATION

Syracuse University,

Bachelors of Industrial Design

Focus in Interaction Design

August 2012 - May 2017

General Assembly,

UX Design Certification

July 2019 - October 2019

Neilson Norman Group

UX Certification

2022

SKILLS

USER RESEARCH & VALIDATION

User Interviews

Usability Testing

Concept Validation

Surveys

Ethnography

Competitive Analysis

DESIGN SKILLS

UX Design

Visual Design

Information Architecture

Personas

Journey Mapping

Storyboarding

Rapid Prototyping

Wireframes

ANALYTICS TOOLS

Pendo

Amplitude

PROTOTYPING & DESIGN

Figma

Sketch

Invision

Zeplin

Balsamiq

TOOLKIT

Miro

Adobe Creative Suite:

Illustrator

Photoshop

InDesign

Digital Design NYC — UX Design Intern

New York, NY | Summer/Fall 2018

Creative technologists agency, in the heart of NYC, building websites & mobile apps.

- Conducted competitive analysis of 12+ brands to generate insights for feature prioritization and onboarding strategy.
- Designed layouts and interactive prototypes in Sketch and InVision, driving a 400% increase in new partners for the “Snailz” platform.
- Developed rapid prototypes and storyboards for “RepEATS,” enabling quick visualization of design concepts for client feedback.

Knotel — Freelance UI Designer

New York, NY | Spring/Summer 2018

Flexible workspace platform matches, tailors, and manages space for companies.

- Partnered with the director to design B2B marketing concepts in Balsamiq and Sketch.
- Built a functional prototype in InVision for presentation to company founders.
- Designed a gamified marketing tool to collect client data, helping Knotel optimize office space.