

Ignacio Ponce

Product Design Lead | Senior Product Designer

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Professional Summary

Highly experienced Product Design Lead and Senior Product Designer with over 10 years of expertise in delivering exceptional user-centered digital products. Proven ability to build, scale, and manage robust **design systems**, leading and mentoring high-performing design teams. Skilled in **end-to-end product design, UX/UI design, interaction design, WCAG accessibility, design operations**, and cross-functional collaboration across responsive platforms. Recognized for elevating design quality, optimizing workflows, and strategically aligning design initiatives with key business objectives and user needs. Proficient in **Figma** (variants, variables, prototypes) and **ZeroHeight**.

Skills

- **Product & UX Design:** UI Design, Interaction Design, User Research, User Flows, Wireframing, High-Fidelity Mockups, Prototyping, Design QA, Usability Testing, Analytics-Informed Design
- **Design Systems:** Design System Architecture, Component Libraries, Design Tokens, Documentation (ZeroHeight), Version Control, DesignOps
- **Tools & Technologies:** Figma (Advanced), Sketch, Adobe Creative Suite, WCAG 2.2 Accessibility, Responsive Design, Mobile Design, Web Technologies
- **Leadership & Management:** Design Leadership, Team Mentorship, Cross-functional Collaboration, Stakeholder Management, Agile/Scrum Methodologies, Project Management

Experience

CIBC — Senior Visual Designer | Toronto, ON

February 2025 – November 2025 (Contract)

- Contributed significantly to enhancing CIBC's digital banking experience across responsive platforms, focusing on critical user journeys for millions of customers.
- Collaborated effectively with Product, Development, and Accessibility partners to implement WCAG-compliant and intuitive user interfaces, ensuring seamless user experiences.
- Maintained and optimized internal **design systems** using **Figma** and **ZeroHeight**, ensuring consistency and efficiency across various digital products.
- Produced comprehensive design artifacts, including wireframes, user flows, high-fidelity mockups, and interactive prototypes to support user-centered product initiatives.

Cineplex — Design Lead | Toronto, ON

2019 – 2024

- **Spearheaded the successful creation and adoption of Cineplex's first unified design system, significantly improving design consistency and accelerating feature delivery by an estimated 25% across web and mobile platforms.**
- Established scalable component libraries and comprehensive design standards, serving as the single source of truth for all digital products.
- Mentored and guided a team of 4+ product designers, directing end-to-end design workflows and fostering a culture of design excellence and innovation.
- Collaborated closely with Product and Engineering teams to deliver accessible, user-centric experiences, integrating user research insights and usability testing into product roadmaps.
- Documented detailed system guidelines and processes using **ZeroHeight**, ensuring clear communication and adoption across all teams.
- Participated in talent acquisition, candidate reviews, and strategic team growth initiatives.

TVO — Senior Designer | Toronto, ON

2014 – 2019

- Led comprehensive redesigns of the TVO and TVOKids websites, modernizing Information Architecture, UX, and branding, resulting in notable increases in user engagement.
- Developed and implemented digital brand strategies that significantly enhanced online visibility and audience interaction.
- Streamlined design workflows and introduced updated toolsets, including a transition to **Figma**, to improve overall team efficiency and collaboration.
- Collaborated with multidisciplinary teams to deliver responsive and engaging digital educational products.

Rogers Communications — Senior Designer | Toronto, ON

2012 – 2014

- Redesigned Rogers' primary website and mobile application with a strong focus on **UX improvements** and **WCAG accessibility** standards.
- Created detailed design specifications, wireframes, and documentation, ensuring efficient handoff to development teams.
- Mentored junior production designers and optimized design-to-development processes, reducing iteration cycles by 15%.
- Advocated for and successfully implemented responsive design methodologies during an organization-wide digital transformation.

Freelance Web & Graphic Designer | Toronto, ON

2011 – 2012

- Designed interactive digital experiences and campaign assets for high-profile clients including LCBO, AGF, Porter Airlines, Mercedes-Benz, Tim Hortons, and Nestlé.

Thane Direct — Web & Graphic Designer | Toronto, ON

2008 – 2011

- Led design efforts for 16 global e-commerce sites across nine languages, significantly expanding market reach.
- Created performance-focused product pages that drove measurable traffic and sales conversions for key product lines.

Earlier Roles (Summary)

- **Cubic Promotions — Co-Owner & Designer** (2007 – 2008): Managed branding, web design, and apparel line showcased at The Clothing Show.
 - **Freelance Web Designer** (2007): Developed microsites and promotional campaigns for Corus Entertainment, DRAFTFCB.
 - **Menta Design — Founder** (2001 – 2007): Led a web design studio, completing projects for Durex, Purolator, Bell Sympatico, and others.
 - **BLAB Media — Lead Designer & Flash Developer** (1998 – 2001): Specialized in interactive design, Flash development, and multimedia production.
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Education

- **Trebas Institute** — Interactive Multimedia Program
 - **Humber College** — Music Program
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Achievements

- Short film featured on CBC's ZED-TV.
 - Winner, International T-Shirt Competition — Starbucks.
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Interests

Web technologies, woodworking, photography, film, video games.