

Leonardo Rodríguez Durán

Senior UX/UI Designer · UX Researcher · Product Designer · AI UX Specialist

UX RESEARCH

PRODUCT DESIGN

AI AGENT DESIGN

ENTERPRISE UX

DESIGN SYSTEMS

www.lrd-uxdesigner.com

[LinkedIn](#)

leonardo.ux.rodriguez@outlook.es

PROFILE

Senior Product Designer, UX Researcher, and UX Strategy Lead with **16+ years of experience** in Digital Design and **10+ years** specializing in UX Research, Product Design, Information Architecture, and User-Centered Innovation.

I work at the intersection of research, strategy, and design — across enterprise platforms, fintech ecosystems, AI-driven products, manufacturing systems, and eLearning environments. I don't start by asking what the interface should look like. I start by understanding what decisions people are trying to make.

"Design, for me, is the consequence of understanding — not the starting point."

WHAT I DO

- UX Research — qualitative and quantitative, from ethnography to usability testing
- Product Design — end-to-end, from discovery to high-fidelity UI
- Information Architecture — for complex, multi-profile systems
- AI Agent Design — profiling, interaction modeling, and UX for AI-driven products
- Design Systems — scalable component libraries and documentation
- Strategy & Facilitation — discovery workshops, stakeholder alignment, product direction

EXPERIENCE

-
- Globant — Sr UX/UI Designer · UX Researcher · Product Designer (2023 – Present)
-
- DataArt — Sr UX/UI Designer · UX Researcher (2022 – 2023)
-
- Hemisferio D — Head of UX/UI (2020 – 2021)
-
- Gigflow — Product Designer · Lead UX/UI (2023)
-
- Selected projects — Jeep · Yape (2016 – 2018)
-

For the full case studies, methodology, and process documentation — visit my portfolio. For a detailed CV with full experience, tools, and certifications, reach out directly.

[View portfolio →](#)

[Connect on LinkedIn →](#)

[Get in touch →](#)