

# Ignacio Ponce

**Ignacio Ponce**  
UI/UX Design Lead

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## About

Dynamic Design Lead with extensive experience in driving user-centered solutions and guiding high-performing design teams. Skilled in fostering collaboration, mentoring talent, and elevating design quality to align with strategic business goals. Proven track record in implementing innovative approaches, including building and integrating design systems to enhance overall design effectiveness.

## Experience

### Cineplex Inc. | Design Lead

December 2019 to October 2024

- Led a design team, providing creative direction to enhance collaboration and drive innovation.
- Managed end-to-end workflows, consistently delivering projects that exceeded client expectations.
- Spearheaded the design system's integration, streamlining processes and ensuring consistency.
- Conducted interviews to build a high-performing team aligned with company goals.
- Mentored junior designers, fostering growth and improving design quality.
- Collaborated with cross-functional teams to enhance user experience and achieve cohesive outcomes.
- Maintained regular client communication, providing updates and presenting design solutions.
- Utilized user research to inform design decisions, tailoring experiences to meet user needs.
- Stayed current on design trends, implementing best practices to enhance tools and processes.
- Handled ad-hoc tasks to keep the team focused on priority projects and timelines.

### TVO | Senior Designer

September 2014 to December 2019

- Led the successful redesign of TVO and TVOKids websites, ensuring alignment with branding guidelines and enhancing user engagement.
- Developed and optimized digital branding strategies for sub-brands, significantly boosting their online visibility and market presence.
- Managed visual components of products and campaigns, ensuring alignment with stakeholder needs and improving project outcomes.
- Proposed and integrated new software and workflows that modernized web design processes, enhancing efficiency and team collaboration.

### Rogers Communications | Senior Designer

June 2012 to March 2014

- Contributed to the redesign of the Rogers website and mobile app, creating high-quality user experiences based on comprehensive specifications and wireframes.
- Produced detailed project documentation and engaging presentations for clients, enhancing communication and understanding.
- Mentored and managed production designers, ensuring high-quality deliverables and professional development.
- Played a key role in proposing and integrating mobile-friendly and accessibility features, creating inclusive user experiences that enhanced usability across devices.

## **Freelance Web and Graphic Designer**

February 2011 to June 2012

- Blammo Worldwide – LCBO
- AGF – AGF Individual Investors/AGF Institutional Investors websites
- Henderson Bas Kohn – Porter Airlines, Mercedes Benz, Tim Hortons, Billy Bee, The Weather Network, Nestle, Norton Rose
- Created detailed project documentation and engaging client presentations to enhance communication.
- Mentored and managed production designers to ensure quality deliverables and professional growth.
- Played a key role in proposing and integrating mobile-friendly and accessibility features, creating inclusive user experiences that enhanced usability across devices.

## **Thane Direct Inc. | Web and Graphic Designer**

January 2008 to February 2011

- Led the design, development, and maintenance of Thane Direct's product web pages for 16 global e-commerce websites in 9 languages. Collaborated with programmers, product managers, and marketing specialists to ensure seamless online execution. Leveraged web analytics and worked with marketing teams to optimize designs for increased traffic and sales. (Mr. T's Flavorwave Turbo, H2O Mop, Orbitrek Elite, Tobi Platinum, Abdoer Twist.)

## **Cubic Promotions | Co-Owner, Graphic Designer and Screen Printer**

2007 to 2008

- Co-owned a start-up screen printing company that implemented marketing strategies and a user-friendly website. Designed promotional materials for notable clients, including Debbie Travis from From the Ground Up, The Brunswick House, and Starfish Restaurant. Showcased our hand-screen-printed t-shirts at the 2007 Clothing Show.

## **Freelance Web and Graphic Designer**

2007

- Corus Entertainment Inc. – Encore Avenue, Movie Central, YTV, CMT, TreeHouse, W Network. Designed graphics and websites from wireframes, creating engaging microsites that enhanced brand visibility.
- DRAFTFCB – Activia. Oversaw the graphic design and development of the promotional website, crafting HTML and Flash elements to elevate the user experience and effectively convey the brand's messaging.

## **Menta Design | Owner, Web and Graphic Designer**

2001 to 2007

- Founded a web design company specializing in strategic planning, project management, and the design and development of interactive projects for clients such as Durex, Purolator, Bell Sympatico, Proline Ltd, and various artists.

## **BLAB MEDIA INC. | Lead Graphic and Web Designer, Flash Developer, Sound Technician**

1998 to 2001

- Developed and maintained HTML pages and web content for Blab Media Inc. and Blab Studios, specializing in Flash design and graphic/interface design.
- Designed innovative Flash projects and multimedia for Invoke Communications, leading the creation of corporate materials, including websites, presentations, trade show displays, and CD-ROMs.
- Created engaging Flash e-cards with music and sound effects, while also training new employees on design best practices.

## **Education**

- Trebas Institute | Interactive Multimedia Program, 1996
- Humber College | Music Program, 1995

## **Achievements and Awards**

- Created an independent short film "B4925," selected and aired on CBC show ZED-TV (2003).
- Winner of the International T-Shirt Competition for Starbucks Coffee Company (1998).

## **Personal Interests**

- Web Technologies and Trends, woodworking, photography, film/video, video games.