Anibal Ponte

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Product Designer (UI/UX)

Senior Product Designer (B2B SaaS/Data & AI) with 5+ years designing enterprise BI, ML ops and GTM intelligence tools. Expert in high-fidelity prototyping (Figma, Claude Design), design systems and accessibility (WCAG 2.1).

WORK EXPERIENCE

Liminal Strategy • Sep 2025 - Present
Product Designer

- Liminal GTM: Sole product designer for Liminal GTM, owning end-to-end design of Game Plans, Target Accounts, Sales Campaigns and Battlecards. Work with Product, Engineering, Sales and domain experts to turn market and competitive intelligence into workflows that help revenue teams prioritise accounts, understand buyers and prepare for sales conversations.
- Limmy AI Agent: Contributed to the design of Liminal's AI research workspace for identity, fraud and cybersecurity, turning natural-language questions into structured reports, market maps, benchmarks and funding overviews. Also worked on the report canvas, library and guided flows, and tested with close partners.

Pentaho - Hitachi Group • Apr 2024 - Sep 2025
Product Designer

- **Semantic Model Editor:** In collaboration with the Project Manager and Product Owner, I contributed to conceptualizing this new product by conducting market research and proposing visual solutions for the software's development. As the sole designer on the project, I led the end-to-end design process, from Discovery to Implementation. The product is a design tool for creating and managing multidimensional data models, specifically for OLAP (Online Analytical Processing) cubes in Pentaho's Business Intelligence platform. It enables users to define the structure of a data warehouse, including dimensions, hierarchies, measures, and facts, which are crucial for generating analytical reports and executing complex data queries.
- **Pentaho Data Integration 11.0 Release:** I served as the sole designer responsible for integrating the project profile feature into the Pentaho Data Integration software experience. By conducting market research, performing user interviews, and adhering to stakeholder requirements, I was able to create a comprehensive proposal for the inclusion of this new feature.

Hitachi Vantara • Mar 2023 - Mar 2024
Product Designer

- **Hitachi Digital Marketplace:** Contributed to building a global hub for digital solutions, showcasing the digital assets portfolio across various Hitachi group companies.

- **Insights Dashboard:** Led all phases of the insights dashboard creation, tailored for utilization by sellers and managers within Hitachi Digital Marketplace. Conducted user and stakeholder interviews, meticulously assessed their needs, and crafted insightful visualizations that comprehensively addressed user requirements while considering available data sources.
- **Machine Learning Model Manager:** Drove the end-to-end design process, from Discovery to Implementation, for a user-friendly, no-code interface facilitating the deployment, management, and testing of inferences for Machine Learning Models.

Glophics Web Design & Advertising • Busan, South Korea • Dec 2021 - Feb 2023
UI/UX Designer

- Assisted the design team in developing the aesthetics to be implemented within the company's website, from the layout menus and drop-down options to colors and fonts.
- Designed UI from inception to the final product and successfully launched a brand new website.
- Created a new logo for the company's new brand.
- Developed UI for external applications, including new menu tab and search bar, ensuring efficient and convenient usability.
- Develop promotional materials such as digital banners, landing pages, e-mail marketing, promotional videos/animations, and social media ads.
- Analyze customer responses and website data to determine high-traffic web pages and why some perform better than others.
- Conduct testing of completed applications, websites to assess the user experience.
- Worked together with the development team to implement the designs.

ABPA - Associação Brasileira de Proteína Animal • São Paulo, Brazil • Jan 2020 - Jul 2020
Marketing Assistant

- Assisted the management team with marketing initiatives.
- Conducted and organized market research.
- Created marketing performance reports.
- Designed company reports, presentations, and brochures.

New Balance / Kyungsung University • Busan (Korea), Boston (USA) • Oct 2018 - Mar 2019
Marketing Research Project - University Project

- Assisted with the establishment of new business strategies across Asia by analyzing market trends.
- Performed market share surveys in Boston, Massachusetts, USA, and Busan, South Korea, to facilitate the planning of more client- focused sales campaigns.
- Learned the entire process of manufacturing shoes from the New Balance facility in Lawrence, Massachusetts.

EDUCATION

Postgraduate Diploma in Web UX/UI Design
IADE • Jan 2025 - Jan 2026

Bachelor's degree of Economics, International Business/Commerce
Kyungsung University • Jan 2016 - Jan 2020

Associate Degree in Global Business Management
Kyungsung University • Jan 2018 - Jan 2020

Bachalerado in Bachelor in Civil Engineering
Unijorge • GPA: (Incomplete Degree) • Jan 2012 - Jan 2014

SKILLS

Accessibility Design, AI prototyping, Artificial Intelligence (AI), Branding, Claude, Claude Design, Design System, Design Thinking, Figma (Software), Graphic Designer (Graphic Design), HTML/CSS/JavaScript familiarity, Human-Centered Design, Information Architecture, Interaction Design, Market Research, Product Design, Solution-oriented, stakeholder management, UI Design, Usability Testing, User Experience (UX), User Flows, User Interface Design, User Research, User Stories, UX Research, Visual Design, Wireframing & High-fidelity prototyping