Fabian de la Fuente

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PROFILE

A senior product designer with 8+ years of experience crafting AI native and enterprise-scale products. I specialize in building design systems, leading creative and visual direction, and shipping complex cross-platform experiences that are grounded in data & user-insight.

EXPERIENCE

Product Designer
Microsoft AI

- Developed a fully themeable token-driven design system for Microsoft AI using 900+ semantic tokens, enabling a single library to support multiple product teams (Edge, Copilot, Bing, Rewards, and MSN) while facilitating design-to-dev hand-off.
- Designed Generative AI experiences for Bing and Copilot, contributing to design system libraries, principles, and guidelines for designing AI products at scale.
- Shipped a new global navigation system for Bing, driving a 20-50% increase in engagement across 7 verticals.

UX/UI Designer
IBM

- Established a recurring research practice across multiple projects, running 50+ usability tests and interviews that surfaced insights directly shaping product direction.
- Leveraged IBM Carbon to audit and redesign 7 IBM properties, resolving accessibility gaps and bringing sites into WCAG compliance while modernising the visual language.
- Owned end-to-end design of a large-scale collaborative platform, driving cross-functional alignment from ideation through handoff.

UX Design Lead
Ergonomyx Technologies Canada Inc.

- Built and led an 8-person design practice from the ground up at an early-stage startup, owning product design across web, iOS, and Android from zero to launch.
- Led UX and product design for an e-commerce platform and companion apps, translating early-stage business goals into a cohesive cross-platform experience.
- Established the company's first design system (120+ components) from scratch, creating a shared visual language that unified product, engineering, and brand.

EDUCATION

University of Toronto
Master of Information, User Experience Design Concentration
3.97 GPA · 2020–2022

University of Victoria
Bachelor of Commerce, Entrepreneurship Specialization
3.90 GPA · 2014–2019

SKILLS

UX Design
Service design, systems thinking, design strategy, quantitative research, A/B testing, accessibility & WCAG standards, information architecture, stakeholder facilitation, design sprints.

UI Design
Design systems, responsive design, variable fonts & type systems, generative AI UI patterns, design tokens & theming, animation & micro-interaction principles, 3D modeling.

Tools
Figma, Claude Code, Cursor, Google Antigravity, VS Code, GitHub, MCPs, HTML/CSS, ProtoPie, Adobe CS.

AWARDS

1st Place (340+ teams) Adobe + Southwest Creative Jam Hackathon

CERTIFICATIONS

IBM Enterprise Design Thinking Practitioner · Co-Creator · Team Essentials for AI