

Freddy Mota

Product Designer + Mobile Engineer

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freddymota.com

Product Designer and builder specializing in AI-native workflows, combining design, engineering, and rapid iteration from exploration to launch. I've worked across tech, design, and storytelling for global brands and startups, spanning America and Asia. I build end-to-end with a focus on interactivity, usability, AI, and collaboration. I'm driven by curiosity, craft, and what's next in tech and culture.

Warmer – Chicago

July 2025 – Present

Product Designer + Mobile Engineer

- Lead end-to-end product design across web and mobile to drive marketplace growth - improving booking conversion 3X
- Designing retention-focused experiences - achieving to 51% of sessions booked by returning users + 47% WoW growth
- Partnering with engineering on growth discovery + AI features & workflows - contributing to 200K+ total session minutes

Aurascope – Chicago + LA

March 2025 – July 2025

Product Designer + iOS Engineer + Co-Founder

- Designed and engineered an AI-powered camera app for self-expression, social, and gaming - 150+ 5 Star Reviews
- Built entire motion-rich, intuitive interaction screens and flows using SwiftUI, native Apple tech, and OpenAI
- Crafted a design system that feels expressive and energetic - #3 product of the day on Product Hunt

makeART – Chicago

October 2019 – March 2025

Product Designer + Founder

- Led end-to-end mobile app development, design, & engineering: UX/UI, feature set, visuals, and marketing
- Planned and executed strategic roadmaps - achieved top 100 apps in design category in 5 countries
- Gen Z + Millennials have made more than 100K+ Artworks on makeART + spent thousands of hours making art

Leo Burnett – Samsung + Boost/Sprint + Tech Partnerships, Chicago

January 2015 – 2019

Global Account Director

- Drove strategy, creative + brand and product visual identity & voice in digital, social, design, + video
- Created brand stories, entered into innovative partnerships, product launches, + digital activations
- Increased market share and voice metrics

Beacon/Leo Burnett Worldwide – Tokyo

January 2011 – December 2014

Account Supervisor

- Collaborated with global and local teams to effectively + relevantly rollout a worldwide campaign in Japan
- Partnered with C level executives from different spaces to build strategies, action plans, and channel approaches
- Understood culture, leveraged upcoming trends, and adapted to market dynamics

DePaul University, Chicago, IL

Bachelor of Science – Marketing and Management

- Dean's List – All quarters – Top 10% of Senior Class

Skills

- Design: UX/UI · Systems · Prototyping (Figma, SwiftUI) · Interaction Design · Motion
- Code: SwiftUI · AI · Core ML · Apple, Google, OpenAI APIs · Firebase
- Tooling: Figma · Cursor · Claude · Xcode · Adobe · Jira · Notion · Chat
- Focus Areas: Creative & Design Tools · AI · Interfaces · Interactive & Generative Design · App Ecosystems
- AI-Native : Prototyping, UX exploration, code generation, real product launches, rapid iteration loops