



ANDREA MONTOYA

Senior UX/UI Designer

PERSONAL DATA

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PORTFOLIO

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Behance.net/andreamontoya



CORE SKILLS

- UX/UI Design
- UX Strategy & Research
- Interaction & Visual Design
- Design Systems
- Prototyping & User Flows
- Stakeholder Collaboration
- Design Leadership



PROFESSIONAL SUMMARY

Senior UX/UI Designer with 7+ years of experience designing digital products, platforms, and marketing-driven experiences for NGOs, agencies, and global brands.

Strong background in UX strategy, interaction design, and leadership, with experience coordinating teams and delivering user-centered solutions.



TOOLS

- Design: Figma, Sketch, Adobe XD, InVision
- Visual: Photoshop, Illustrator, InDesign
- Motion: After Effects, Premiere
- Web: HTML, CSS, WordPress



PROFESSIONAL EXPERIENCE

Iota Impact • Senior Designer Coordinator

2022 - 2025 | Remote

- Lead UX/UI design strategy for digital platforms, websites, and applications for NGOs and social impact organizations.
- Coordinate design processes from research to final delivery, ensuring consistency, usability, and alignment with brand identity.
- Design and optimize landing pages and digital campaigns focused on lead generation and donor acquisition.
- Collaborate closely with stakeholders, developers, and marketing teams to define requirements and translate them into effective design solutions.
- Develop high-fidelity prototypes and visual systems to support scalable digital products.
- Contributed to improving user engagement and conversion through UX-driven design decisions.



PROFESSIONAL EXPERIENCE

Giving Agency • Senior Web Designer

2018 - 2020 | Colombia/ Brazil

- Designed web pages, email assets, and digital campaigns focused on user engagement and conversion.
- Created visual concepts and graphic assets for social media and digital marketing initiatives.
- Supported UX/UI improvements across multiple client platforms.

Grupo DOT • UX/UI Interaction Designer

2015 - 2016 | Bogotá, Colombia

- Designed interaction flows, wireframes, and prototypes for responsive web platforms.
- Collaborated with development teams to ensure usability and technical feasibility.

BRM • Junior Web Designer

2014 - 2015 | Bogotá, Colombia

- Designed and maintained websites and digital interfaces.
- Supported visual design and HTML/CSS implementation for responsive layouts.



EDUCATION

• **GRAPHIC DESIGN PROFESSIONAL - 2012**

Jorge Tadeo Lozano University, Bogotá - Colombia

• **DIPLOMA IN DIGITAL MARKETING AND WEB DESIGN - 2013**

Jorge Tadeo Lozano University, Bogotá - Colombia



LANGUAGE

Spanish: Native

English: Intermediate