



# Pamela Montes de Oca

✦ UX/UI & Branding Designer

## Contact

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With over six years of dedicated experience in User Interface and User Experience Design, alongside a 12 year background in Branding and Graphic Design, I excel at crafting digital experiences that go beyond functionality to emotionally connect with users and strengthen brand identity.

My comprehensive approach covers everything from strategic system and website audits, aimed at optimizing usability and conversion, to conceiving and building scalable design systems that guarantee brand consistency. I'm experienced in in-depth user research (including brand and competitive analysis, and usability testing), intuitive information architecture, sitemaps, user flows, and developing high-fidelity interactive prototypes that bring concepts to life.

I create detailed documentation for developers, ensuring smooth implementation and demonstrable outcomes. My passion lies in propelling digital product success through user-centric strategies and a powerful brand vision, ultimately delivering delightful and loyalty-building experiences.

Education

2009-2013  
Universidad Latina de América  
Diseño de la Comunicación Gráfica

Key Skills & Expertise

Digital Product Design (End-to-End UX/UI)  
•User Experience (UX) Design: Research and Analysis, covering User Interviews, Empathy Mapping, Usability Testing, and Competitor Benchmarking, Scripts for interviews. I am proficient in Information Architecture, crafting Sitemaps and User Flows, and applying UX Heuristics and Design Thinking principles. I also manage developer documentation and hand-off processes.

•User Interface (UI) Design: Wireframing, Interactive Prototyping, Interaction Design and the creation and maintenance of Design Systems, utilizing Atomic Design principles. I have advanced proficiency in Figma, leveraging Variants, Auto Layout, and Tokens, and possess knowledge of Accessibility Standards. (Mobile apps, Websites, Landing pages, Web apps)

Project Management & Collaboration

- Experience in Agile methodologies (Scrum, Kanban).
- Delivering effective presentations to stakeholders, clearly communicating design vision and progress.
- Experience leading designers in branding processes and Art Direction

Brand Fundamentals

•My expertise includes developing Brand Identity and Visual Identity, creating comprehensive Style Guides and Brand Manuals, and executing successful Branding, Storytelling, and Rebranding initiatives.

Courses & Certifications

2016  
Stefan Sagmeister  
Workshop: Do brands have feelings too?

2017  
Cambridge English L1  
Level B2 2017, Accreditation number 500/2705/0

2022  
Coderhouse UX/UI  
Course, 52 hours

2022  
Coderhouse AdvancedUX/UI  
Course, 46 hours

2023  
Coderhouse UX Writing  
Course, 32 hours

2024  
Coderhouse UX Research  
Course, 32 hours

2025  
Coderhouse Product Manager  
Course, 16 hours

Industry Experience

- Technology & IT Solutions
  - Customer Service
  - Communications
  - Education
  - Healthcare / Health & Wellness
  - Coaching
  - E-commerce
- Fashion & Beauty
  - Finance & Banking
  - Food & Beverage
  - Agriculture
  - Legal
  - US Government
  - Security
  - Fitness & Exercise
  - Cleaning
  - Consumer Products
  - Construction

AI Tool Stacks

- Visual Asset Generation: Use tools like Freepik's Image and Video Generator, Gemini Nano Banana, Midjourney and Adobe Firefly features for rapid content creation.
- Research and Note-Taking: Employ powerful synthesis tools like NotebookLM for efficient document analysis and ideation.
- Advanced Generative Models: Utilize chatbots like Gemini, Claude,Prompt AI and ChatGPT for general assistance, copywriting, and complex brainstorming.

Languages

Spanish (Native)  
English (B2)  
French (A2)

Create the bridge

Full Time: UI Design / UX Design / Motion /Interactive design (IxD) / Graphic design / Brand design

2020.Jan - 2025.Apr

Create the Bridge is a full service digital agency crafting digital solutions and experiences for brands.

- UI/UX Design for mobile applications (iOS/Android), web apps, and websites (mobile and desktop).
- Created information architecture and sitemaps to facilitate intuitive navigation and logical content organization.
- Developed wireframes, high-fidelity mockups, and prototypes to conceptualize and validate design solutions.
- Identified, evaluated, and designed complex user flows, optimizing interaction and conversion.
- Conducted rigorous website audits for the creation and implementation of Design Systems.
- Developed and managing Figma components using Auto Layout, variants, and variables.
- Creation and maintenance of large-scale Design Systems.
- Designs based on WCAG accessibility standards.
- Designed brands, logos, marketing materials, newsletters, and slides.
- Implemented rapid prototyping and continuous iterations based on feedback and testing to accelerate the design cycle.
- Developed Lottie animations to enhance user experience.
- Generated detailed design documentation for developers to facilitate efficient implementation.
- Presented design iterations and justifications to stakeholders.
- Mentored junior designers in UI design, wireframing, UX research, benchmarking, and documentation practices.
- Collaborated with brands such as Clorox, Lonestar National Bank, U.S. Government, DHR Health, File & Serve Express, Nihongo Master, Hopps, Belk, Kenect, Alberry, and CrossFit.

SOME IMPORTANT RESULTS:

- Enhanced Collaboration and Communication in teams which started using design systems.
- Consistency and Brand Cohesion with design systems meeting WCAG standards
- Clients accomplished major partnerships
- Increases in seed funding raisings
- Increase in each project desired metrics like site lift increase from 0.6% to 1% or 13.6% decrease in bounce rate.

CrossFit

Full Time: UI Design / UX Design / Brand Design

2023.Jan - 2024.Feb

CrossFit is a brand for a training method, based on U.S.A.

- Collaborated full-time with a multidisciplinary team, participating in the end-to-end design of digital products, across all UI and UX phases.
- Conducted comprehensive UX research (scripts, interviews, user tests, benchmark analysis) to identify areas for app improvement.
- Performed usability testing to validate and refine design solutions.
- Developed wireframes and interactive prototypes, and designed and audited user flows for both web and mobile.
- Audited and co-created a global design system for app and web, which became the definitive source of truth for design and development, driving consistency and cohesion across all product touchpoints through continuous component updates.
- Ensured efficient implementation through detailed design documentation and developer handoff.

SOME IMPORTANT RESULTS:

- Global Design System improved efficiency, consistency, and scalability.
- DAU: 8% increase
- Stickiness (DAU/MAU) from 16% to 24%
- D30 Retention from 12% to 18%

Goose & Hooper

Tiempo completo: Brand Design / Graphic Design / Visual Design

2018.Jan - 2019.Dec

Goose & Hopper is an agency focused on digital solutions and graphic design.

- Leadership & Design Mentorship at Espacio Emprendedor (Goose & Hopper and SEDECO Collaboration): I mentored an interdisciplinary team of design trainees in developing logos, branding, packaging, photography, and promotions, ensuring project quality and consistency.
- Led the concept, creation, and photographic direction of interactive graphic stories for Noticieros Televisa.
- Developed branding and brand guidelines for various emerging brands and for Ava Media Agency.
- Directed and created visuals for Cinépolis's new self-service device project in cinemas.
- Designed digital and print materials for Cinehoys Chile.
- Created brand guides and print materials for Box to Life, a content distribution platform for public spaces.
- Developed Box to Life's mobile web application for a beer tasting room in Spain.
- Collaborated with brands such as: Cinehoys Chile, Cinépolis, Noticieros Televisa, and various local mezcal producers.

Cinépolis

Tiempo completo: Graphic Design / Branding / Print / Marketing Campaigns

2014.Feb - 2017.Aug

Cinépolis is Mexico's largest movie theater chain.

- Brand Leadership & Product Strategy: I managed branding, packaging, and promotional strategies for key sub-brands like Dulcopolis, Palomitas Cinépolis, and Coffee Tree.
- I was responsible for the creation and supervision of co-branding materials in collaborations with high-profile brands such as Cornetto, Pelón Pelo Rico, Magnum, Oreo, and M&M's, ensuring brand alignment.
- Led the complete rebranding of Dulcopolis, overseeing its application across all printed point-of-sale materials (cinemas) and candy packaging, guaranteeing a cohesive brand experience.
- Production & Quality Supervision: I oversaw the printing process for products like Microwave Popcorn and the design of printed advertisements, ensuring brand quality and fidelity.
- Promotional Content Development: I created effective dissemination and promotional materials for various Cinépolis products and services, supporting marketing and sales objectives.

SOME IMPORTANT RESULTS:

- Effective products promotions leading to an increment in sales
- Rebranding significantly boosted consumer willingness to purchase products

IA Interactive

Trainee

2013.Jan - 2013.Jul

IA Interactive is a digital agency that transforms the digital connection between brands and their clients.

- Digital Asset Creation: I generated optimized graphic assets for websites and mobile applications, ensuring visual coherence and brand alignment.
- Interactive Content Design: I developed custom illustrations for microsites, enriching the user's visual experience.
- Image Editing & Optimization: I performed digital image editing for use across various platforms, guaranteeing quality and performance.

Design Agency (Confidential)

- Agency name withheld per NDA

Full Time: UI Design / Motion /Graphic design

2025.Jun - PRESENT

Currently working as a full time contractor for a US Web Design, Development, and Website Management agency

- Elevated the visual design and overall experience of all web projects.
- Partnered with development and project management teams to deliver pixel-perfect final products.
- Created high-fidelity layouts, optimized for responsive design.
- Maintained and evolved the company's design system to ensure consistency and efficiency.
- Drove company website evolution through strategic UI improvements.
- Boosted design efficiency by using specialized AI tools for accelerated creation, research, and analysis, such as Adobe Firefly, Midjourney, Nano Banana, Lummi and Freepik for media generation, and NotebookLM, Gemini,Chatgpt and Claude for synthesis and content creation.

SOME IMPORTANT RESULTS:

- Improved user interface and digital experience across multiple client projects
- Streamlined development documentation and handoff processes to improve designer-developer collaboration
- Conducted comprehensive website audit and developed scalable design system for the agency
- Created UI kits and design systems for enterprise-level website projects

Legendary Training Program

Freelance: Branding / Communication / Social Media Strategy / Clothing Brand / Printed Materials

2023.Mar - 2025.May

Legendary is a fitness brand that offers progressive and healthy programs to help athletes reach their goals and transform physically and mentally.

- Strategy: I conducted competitor benchmarking to understand the market and current similar products.
- I led the complete brand creation, including naming, personality, tone of voice, and logo design.
- Defined objectives and planned the social media strategy and visuals for Social Media
- Visual & Content Development: I designed the full visual identity, and print materials like T-shirt designs and illustrations to ensure a cohesive brand presence.
- Design for Production: I prepared print-ready files for various materials such as T-shirts, stickers, and caps, guaranteeing the final product's quality.
- Brand-Applied UX Writing: I contributed UX writing for landing page wireframes, ensuring the brand's voice and tone were consistently reflected in the digital experience.

IMPORTANT RESULTS FIRST YEAR:

- Followers: 40% increase
- Engagement: 2.2% increase
- MAU: 73% increase

Good Morning Café

Freelance: Branding / Printed materials

2023.Mar - 2025.Feb

A brand that conveys warmth and closeness, dedicated to making mornings more enjoyable. For them, coffee is more than just a drink; it's the perfect way to start the day.

- Brand Strategy & Concept: I conducted competitor benchmarking to inform comprehensive brand creation, including developing brand personality.
- Complete Visual Identity: I designed the core visual identity, encompassing the logo, color palette, textures, and other graphic elements defining the brand.
- Key Brand Element Development: I created brand characters to enrich the narrative and audience connection.
- Omnichannel Brand Application: I developed marketing materials and printed brand assets, ensuring consistent and effective application across all touchpoints.

Tractosol

Freelance: Branding / Printed materials / Design Consulting

2021.Dec - 2022.Feb

Tractosol (a Mexican distributor of John Deere) is a company dedicated to providing agricultural solutions based on cutting-edge technology, highly qualified consultants, and robust processes.

- Strategic Design Consulting: I offered specialized consulting in rebranding, design process optimization, and visual marketing strategies, guiding clients toward stronger brand identities.
- Directed complete rebranding projects, developing and implementing new, extended brand guidelines to ensure coherence and scalability.
- Brand Material Design & Production: I managed the design and print preparation for stationery and other brand identity materials.

Other emerging brands

Freelance: Graphic Design / Branding / Printed Materials

2014.Feb - Today

I've worked with new and small brands for Brand projects

- Brand design and development of brand guidelines for Spanish Spoken School
- Logo and labeling for Dante's beer and Sikume mezcal
- Branding and menu design for various food and beverage businesses
- Logo and promotional materials for Velvet, a fashion store
- Logo and labeling for Cromatista, micropigmentation suppliers
- Branding for Jabones El Rey, a soap manufacturing project
- Branding for Eduardo Luján, a fitness trainer
- Logo for Luna, a natural soap business
- Branding for Paulina Barragán, Nutritionist

M500

Freelance: Social Media / Web Design

2018.Aug - 2020.May

M500 was an agency focused on digital and social media strategies.

- Social Media Graphic Design: Designed graphics for Facebook, LinkedIn, and Instagram.
- Video & Animation: Created videos and small animations for social media posts.
- Web Visual Design: Developed visual designs for websites and landing pages.
- Event Collateral: Designed flyers and posters for events.
- Client Collaboration: Collaborated with brands including Ritchie Bros, GoBEEF, Sitres, and Museo del Ajolote.

Pause Magazine

Freelance: Editorial Design / Photo Editing / Graphic Design

2018.Aug - 2020.May

Pause Magazine was a printed publication with a focus on social, gastronomic, cultural, and entertainment themes.

- Editorial Design: Developed concepts and designs for editorial layouts.
- Image & Illustration: Performed image editing and created basic illustrations for articles.