

◆ Product Designer

A strategic Product Designer with 6 years of specialized experience in end-to-end digital product design, leveraged by a 13-year foundational career in brand identity. This background provides a competitive edge in product differentiation, ensuring that brand essence and user experience are seamlessly integrated. Expert in the full design lifecycle, from user research, benchmarking, and information architecture to high-fidelity prototyping, and documented developer handoff. Proven track record of using data-driven insights to solve complex user needs while meeting business KPIs. Highly adaptable and organized, I thrive in Agile environments collaborating with Product Managers and engineering teams to build scalable, high-impact digital solutions.

www.pamelamontes.com
linkedin.com/in/montesde0ca/
pamela_montes@outlook.es
behance.net/pamelamontesdeoca

PROFESSIONAL EXPERIENCE

Design Agency (Confidential) * Agency name withheld per NDA | SENIOR UX/UI DESIGNER

Aug 2025 – Present

Web Design and Web management Agency (USA) | Clients: City councils, local and national brands

- Led the web redesign for SetpointOS (a white-label SaaS product), covering benchmarking, information architecture, wireframing, motion graphics, and high-fidelity prototyping in Lovable, as well as brand development. Results: A clear content structure that simplified complex digital product communication and optimized conversion flows.
- Led the full redesign of Premedics, including benchmarking, sitemaps, wireframing, UI, and a design system for landing and main pages. Results: Defined content hierarchy, clear homepage messaging, and a structured conversion funnel to capture leads.
- Designed the Bible shopping experience for WTS Books, using user segmentation to guide customers through more than 600 SKUs.
- Created the design system for LMG and its sub-brands through website audits, component redesigns, and tokens. Results: Significant reduction in cognitive load, personalized user paths, and improved consistency and scalability across sites.
- Designed the Fresno City Council website, performing research, benchmarking, sitemaps, user flows, and full high-fidelity prototyping with Lovable. Results: Clear information architecture, segmented navigation, and simple, direct access to citizen content.
- Redesigned the Discovery Buildings website, improving UI, user flows, and overall experience with a focus on responsiveness and CRO. Results: A smoother experience across all devices, clearer CTAs, and higher engagement from the first touchpoint
- Integrated AI tools (Magnific, Lummi, Lovable, Claude) to streamline visual asset generation, motion graphics, and rapid prototyping.
- Standardized documentation and handoff processes to development to improve collaboration between designers and developers.
- Developed PRDs to define project scope, goals, constraints, and success metrics, aligning expectations between design, development, and clients from the start of some projects.
- Conducted a heuristic evaluation of the agency's website, leading to a redesign of key components and a strategic interface evolution. I developed the design system to ensure it was easy for any team designer to maintain and scale

Create the Bridge | PRODUCT DESIGNER

Jan 2020 – Apr 2025

Digital Product Studio (USA) | Clients: Clorox, Crossfit, Lonestar National Bank, DHR Health, U.S.A. Government, Aiberry, Belk, Hidden Valley Ranch, Forethought and others.

- Led the mobile-first redesign of the Clorox US homepage, covering the full cycle: research, benchmarking, wireframing, prototyping, and stakeholder presentations. Results: Site lift from 0.6% to 1% and a 13.6% reduction in bounce rate.
- Led the creation of the Global Design System for Better Your Health, including brand audits, components, design tokens, and documentation for multiple e-commerce sub-brands. Results: A reusable library that accelerated design and development times and ensured a consistent experience across sub-brands.
- Contributed to Aiberry (AI-powered mental health app), designing user flows, UI components, and Lottie animations while prioritizing accessibility. Results: Partnership with Recovery Healthcare Centers, \$8.2M in seed funding, and a 67% reduction in depression symptoms for users of the AI assessment.
- Redesigned the information architecture for Clever (educational platform), covering benchmarking, persona analysis, sitemaps, and wireframing. Results: Segmented navigation and strategic CTAs that improved lead generation and engagement.
- I built, optimized, and maintained design systems for Hidden Valley Ranch, Clorox Pro, Belk, and Fresh Step under WCAG standards using Figma (Auto Layout, variants, tokens), ensuring each system could scale without losing visual consistency.
- Mentored junior designers in wireframing, UX research, and development handoff documentation.
- I presented the agency website redesign to stakeholders, communicating and justifying each design decision based on UX criteria and business objectives.
- I integrated AI tools (Midjourney, Firefly, Figma AI, NotebookLM, Claude) to accelerate research, insight synthesis, and data-driven design decision-making.

Crossfit | JUNIOR PRODUCT DESIGNER

Ene 2023 – Feb 2024

U.S.-based company owner of the functional training methodology. L | Full-time contract via Create the Bridge of 1.3 year

- Participated end-to-end in the strategic transformation of the CrossFit Games app, evolving it from a competition-focused platform into a daily-use tool, through an agile methodology and utilizing a Design Thinking approach, I conducted user interviews, developed research scripts, performed competitive analysis, and created empathy maps that resulted in user personas. Collaborating closely with the Lead Product Designer and Product Manager, I contributed to ideation and hypothesis generation, developed user flows, wireframes, and high-fidelity prototypes, and executed multiple rounds of usability testing. I designed core features including Progress & Benchmarks, Workout of the Day (WOD), social reaction systems, comments, and a movement library integrating all new components into the Design System and providing comprehensive technical documentation for Engineering and QA. Results: 8% increase in Daily Active Users (DAU). Stickiness (DAU/MAU) grew from 18% to 24%. Day 30 Retention improved from 12% to 18%.
- Developed the Global Design System for CrossFit (crossfit.com and crossfitgames.com). I performed a comprehensive audit of existing sites and production files to standardize typography, color palettes, spacing, grids, and UI components. This established a Single Source of Truth that streamlined the workflow for both designers and developers across all web products.
- Adapted the Schedule screens from web to mobile app, ensuring the experience for tracking heats and competitions was intuitive and optimized for the mobile.
- Established a structured handoff process, documenting interfaces, micro-interactions, animations, and states within the production files. I actively participated in the QA process to ensure the final implementation remained pixel-perfect and faithful to the design.

Goose & Hopper | SENIOR GRAPHIC DESIGNER

Jan 2018 – Dec 2019

Mexican agency specializing in graphic and digital solutions

- Directed the art and UI design for Cinépolis' new self-service kiosks, overseeing the process from initial mockups to the implementation phase for future on-site user testing.
- Led the design of the Box to Life web app for a craft beer tasting room in Spain. My role covered hypothesis generation, research, competitive analysis, wireframing, and high-fidelity mockups. Additionally, I developed brand guidelines and printed materials for their public content distribution platform.
- Mentored a team of 5 junior designers at Espacio Emprendedor (a collaboration between Goose & Hopper and SEDECO). I led projects across branding, packaging, photography, and promotions for local products, ensuring high-quality standards and brand consistency.
- Led the concept, creation, and photography direction for 4 interactive graphic stories for Noticieros Televisa, published as high-impact multimedia websites.
- Developed comprehensive branding and style guides for multiple emerging brands, encompassing research, naming, custom illustration, and stakeholder presentations.
- Designed digital and print assets for Cinehoys Chile and collaborated with major clients such as Cinépolis and Noticieros Televisa on various visual communication projects.

Cinépolis | SENIOR GRAPHIC DESIGNER

Feb 2014 – Aug 2017

The largest cinema chain in Mexico with an international presence

- Managed the branding, packaging, and promotional strategies for key Cinépolis sub-brands: Dulcópolis, Palomitas Cinépolis, and Coffee Tree, with nationwide implementation across all theaters.
- Led the end-to-end rebranding of Dulcópolis, overseeing its application across point-of-sale materials and candy packaging chain-wide. Result: Successfully revitalized the brand image, resulting in positive customer reception and a measurable boost in purchase intent.
- Designed co-branded materials while strictly adhering to the global brand guidelines of partners such as Cornetto, Pelón Pelo Rico, Magnum, Oreo, and M&M's, ensuring seamless visual integration with the Cinépolis identity.
- Supervised the printing process for high-volume products (e.g., microwave popcorn) and national print advertisements, ensuring final output met strict brand standards and color accuracy.
- Developed promotional materials for Cinépolis products and services, driving key marketing and sales objectives.
- Presented design proposals to internal stakeholders, refining communication skills and feedback management within a high-level corporate environment.
- Applied Design Thinking methodologies to define and conceptualize seasonal marketing campaigns, translating business objectives into cohesive visual narratives.

IA Interactive | DESIGN INTERN

Feb 2014 – Aug 2017

Digital Product Agency

- Generated optimized graphic assets for Cinépolis websites and mobile apps, ensuring strict visual consistency and alignment with global brand guidelines.
- Developed illustrations for microsites to enhance the visual storytelling and overall user experience (UX).
- Edited and optimized high-resolution imagery for various digital platforms using the Adobe Creative Suite, ensuring high performance across devices.

Freelance Projects | SENIOR GRAPHIC DESIGNER

2013 - Present

SEVERAL BRANDS

- Led the end-to-end rebranding for Tractosol, developing comprehensive brand guidelines, corporate stationery, and identity assets. Additionally, provided strategic consultancy on design process optimization and visual marketing strategy.
- Developed the complete brand identity from the ground up, including competitive benchmarking, naming, personality, and tone of voice. Designed the logo, visual identity, and social media kits. I also created custom illustrations for merchandising (apparel and accessories) and managed production-ready files. Conducted user research and persona development, creating wireframes and executing UX Writing for landing pages to ensure a consistent voice and tone across all digital touchpoints.
- Created a comprehensive brand identity, including competitive analysis, brand persona, logo, color palettes, and custom brand characters. Delivered a suite of print and digital marketing materials for a seamless omnichannel experience.
- Served as a designer for various accounts, producing social media content, video/motion graphics, landing pages, and print collateral for clients such as Ritchie Bros, GoBEEF, Sitres, and the Museo del Ajolote.
- Designed editorial layouts, performed image retouching, and developed custom illustrations for feature articles.

SKILLS

- **UX/UI & Product Design:** User research, user interviews & scripting, empathy mapping, competitive benchmarking, user personas, and usability testing. Information Architecture (IA), sitemaps, user flows, wireframing, and interactive prototyping. Comprehensive experience in Design Systems and Atomic Design principles. Expert in UX heuristics, WCAG accessibility standards, UX Writing, developer handoff, PRD (Product Requirement Document) creation, technical documentation, and QA. Applied across mobile apps, responsive websites, landing pages, and web apps.
- **Experience with Methodologies & Business Models:** Proficient in Design Thinking and Agile frameworks (Scrum, Kanban). Experienced in designing for B2B (Business-to-Business) and D2C (Direct-to-Consumer) markets.
- **Leadership & Management:** Stakeholder management and presentations, design team mentorship, and end-to-end project management.
- **Branding & Visual Strategy:** Brand identity systems, comprehensive style guides, and creative art direction.

TOOLS

- **Design:** Figma, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Firefly, Xmind, Lottie, Figjam, Miro.
- **No-code & Prototyping:** Lovable, Wix.
- **IA:** NotebookLM, Claude, Gemini, Magnific, Lovable, Lummi, Figma AI
- **Project Management:** Jira, Slack, Asana, Trello, Roam.

CERTIFICATIONS AND EDUCATION

- **Coderhouse Product Management** | 2025 | Course 16 hours
- **Coderhouse UX Research** | 2024 | Course 32 hours
- **Coderhouse UX Writing** | 2023 | Course 32 hours
- **Coderhouse Advanced UX/UI** | 2022 | Course 46 hours
- **Coderhouse UX/UI** | 2022 | Course 52 hours
- **Cambridge English L1** | 2017 | Certification Level B2, 500/2705/0
- **Stefan Sagmeister, Do brands have feelings too?** | 2016 | Workshop
- **Universidad Latina de América** | 2009-2013 | Diseño de la Comunicación Gráfica

LANGUAGES

- Spanish (Nativo)
- English (B2)
- French (Básico)

INDUSTRIES

SaaS, E-commerce, Health & Wellness, EdTech, Entertainment & Media, Government & Public Sector, Fitness & Sports, Food & Beverage, Construction & Real Estate, Fashion & Beauty, Fintech, AgTech, Legal, Security, Consumer Packaged Goods (CPG), Tech, and Pet Care.