# Tatiana Montoya

### **UX/UI Engineer**

#### taniamontoya.com/

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#### **Industry Knowledge**

User-Centered Design

User Research

Product Design

User Interface

Rapid Prototyping

Interaction Design

Wireframing

Usability

CJM

#### **Tools & Technologies**

Figma, Spline, Axure, MixPanel, Lookback, Jira/Confluence, HIG, Material Design, WCAG and more

#### **Other Skills**

Swift UI, Interface builder, Xcode, Git, HTML

#### Languages

Fluent in Russian and English

#### Certificates

#### **HCI & Cognitive Science**

2024, Interaction Design Foundation

#### **Building Real Apps**

2022-2024, DesignCode

### Researching User Needs in IT products

2018, ProfsoUX, Saint Petersburg/Russia

#### Usability & Interface design

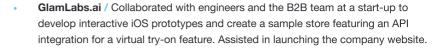
2017, IT Academy, Novosibirsk/Russia

**Experience** [7+ years]

CHERENI

#### Freelance / UX/UI designer

jan 2024 - present, remote, contract/full-time, Mexico



- Iron Order Colorado / Responsible for design, web developing, launching, marketing support, and setting up a merchandise store for a motorcycle club.
- Above & Beyond LLC / Responsible for website design, website launch, and advertising support for a window cleaning business.

PREVIOUS

#### MightyCall / Senior UX/UI designer

dec 2020 - dec 2023, remote/full-time, California/USA, mightycall.com

MightyCall is an affordable VoIP+CRM service for small businesses in the U.S. and Canada, offering VoIP solutions and open API integration with popular business apps.

- Collaborated with a global mobile team to design integrated solutions for VoIP and SAP systems. Conducted UX research using prototypes to validate design decisions and moderated monthly user-testing sessions to gather insights.
- Enhanced team capabilities by introducing emerging design trends and technologies. Developed mobile app design systems and interactive experiences by aligning with researchers and business leaders.
- Designed and developed iOS/Android applications for the company and its partners, overseeing technical documentation and product development at all stages.
- Enhanced the user feedback mechanism, improved workflows, increased user engagement by 15%. Recognized as VoIP Leaders in Fall 2022 and Winter 2023 by G2.

#### InStories / Senior UX/UI designer

apr 2021 - sep 2021, remote/part-time, Cyprus, instories.com

InStories creates user-friendly software for video, audio, and photo editing on mobile devices.

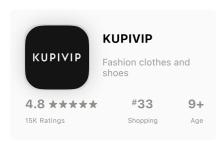
- Designed and developed complete iOS/Android application interfaces, including prototypes and animated elements, shaping the overall UX/UI direction.
   Collaborated with management and developers to enhance usability through iterative visual design.
- Improved customer satisfaction by integrating advanced video editing features and reducing bounce rates by 10% through a redesigned feedback form and subscription mechanism. Delivered over 19 innovative video features, increasing user engagement by 40%.













\* User ratings at the time of my contribution

#### Education [High degree]

## Omsk State Technical University

2012, Departament of Design and Technology,

Master / Apparel Design

## Omsk State Information Technology College

2009, Web development / Web designer

### Omsk State Pedagogical College

2008, Graphic and arts department, Technology and drawing teacher

#### Aleksey Liberov Art School

1996 - 2004, Fine art

#### **Experiense, Continue**

#### MTS bank / UX/UI Designer

jul 2020 - oct 2020, full-time, Moscow/Russia, mtsbank.ru

MTS Bank is a leading Russian commercial bank, ranking among the top 50 by assets.

 Led UX design for the Deposits project, delivering wireframes, prototypes, and UI designs. Established and maintained a comprehensive UI kit library to streamline design workflows.

#### LLC Privat Trade Innovative Solutions / UX/UI designer

nov 2018 - jul 2020, full-time, Moscow, Russia, kupivip.ru

Private Trade develops e-commerce applications, including KUPIVIP, a platform offering premium brand discounts in Russia, Belarus, and Kazakhstan.

- Designed and developed web and mobile interfaces for KUPIVIP (iOS/Android, Apple Watch) and partner applications. Defined product requirements, conducted A/B testing, and created prototypes to guide UX/UI direction. Maintained the design system and managed screen layouts using Xcode and version control.
- Collaborated with marketing, research, and development teams to translate goals
  into impactful designs. Designed a complex checkout flow and virtual size
  recognition, reducing return costs by over \$2M. Developed gamification and
  seasonal engagement mechanics, boosting sales conversions.

#### MOVAVI / UX/UI designer

may 2017 - feb 2019, full-time, Novosibirsk/Russia, movavi.com

MOVAVI develops industry-leading software for video and photo editing, media conversion, screen recording, and media playback on Mac, Windows, iOS, and Android.

- Designed and developed B2B and B2C apps interfaces and UX from scratch, incorporating customer journey mapping and usability testing. Created 100+ usercentered designs, including wireframes and prototypes, that adhered to industry best practices and earned App Store recognition.
- Developed responsive features using Xcode's Interface Builder, created app guides and component libraries, and wrote technical specifications. Acted as a key liaison for maximizing product design potential.
- Contributed to the success of MovaviClips, among the first mobile video editing apps, sold in over 200 countries and frequently ranked as a top editing tool.
   Promoted to Senior Product Designer for delivering intuitive interfaces that drove 100% year-over-year profit growth.

#### Parfumica / Web designer

feb 2014 - dec 2016, full-time, Novosibirsk/Russia, parfumica.ru

Parfumica is an online store specializing in perfumes and cosmetics.

 Designed and developed the company website and mobile app, enhancing user journeys and boosting conversion rates. Collaborated with the CEO to create highfidelity wireframes aligned with user-centric design goals.