Tatiana Montoya

UX/UI Engineer

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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]

CURRENT

Freelance / UX/UI designer

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

- **GlamLabs.ai /** Collaborated with engineers and the B2B team at a start-up to develop interactive iOS prototypes and create a sample store featuring an API integration for a virtual try-on feature. Assisted in launching the company website.

- **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%.

MightyCall Mobile
Virtual Phone System

4.0 ★★★★☆
150 Ratings

#21
Business

0+
Age

inStories: Create Insta Video
Aesthetic Instagram Edithor

4.9 ★★★★★
84K Ratings

#9
Photo & Video

4+
Age

KUPIVIP
Fashion clothes and shoes

4.8 ★★★★★
15K Ratings

#33
Shopping

9+
Age

Video Maker Movavi Clips
Videocrop & Slideshow maker

4.7 ★★★★★
27K Ratings

#7
Photo & Video

4+
Age

* 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+ user-centered 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 high-fidelity wireframes aligned with user-centric design goals.