JUAN CRUZ MONTI

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PROFESSIONAL SUMMARY

Strategic UX/UI and Web Designer with over 4 years of experience creating digital products for SaaS platforms, design agencies, and educational ecosystems. Skilled in the full design lifecycle—from conducting user research and interviews to building design systems and high-fidelity prototypes in Figma. Focused on creating intuitive, accessible interfaces that align user needs with business goals, with a strong technical foundation in WordPress and web maintenance to ensure stable and high-performing digital environments.

SKILLS & TOOLS

User Research, Wireframing, Hi-Fi Prototyping, Information Architecture, Journey Mapping, Usability Testing, Visual Design, Typography, Figma (Advanced), Adobe Creative Suite (After Effects, Illustrator, Photoshop), Miro, FigJam, Hotjar, Google Analytics, WordPress (Elementor Pro Expert), Webflow, HTML5, CSS3, JavaScript (ES6+), React JS (Foundations), Technical SEO.

WORK EXPERIENCE

WEB PRODUCT DESIGNER   (05/2024) - Present
CIARE   *Spain*

- Led the complete redesign of the educational platform, restructuring the information architecture and navigation to support an expanding academic catalog.
- Performed core UX/UI tasks, including user research and high-fidelity prototyping, to simplify the student enrollment process and improve the overall user flow.
- Designed and launched responsive web pages using Figma and WordPress, ensuring visual consistency and mobile-first optimization across the entire site.
- Managed site security and technical maintenance, serving as the primary point of contact for platform stability, updates, and asset protection.
- Utilized data-driven improvements to identify navigation bottlenecks and refine the visual hierarchy based on user behavior insights.

UX UI DESIGNER & WEB DESIGNER   (06/2023) - (04/2024)
Freelance projects   *Argentina*

- Collaborated with NUBA Agency to design user flows and comprehensive websites for high-profile clients, including a corporate Law Firm and a modular housing company (CASA VIVA).
- Delivered custom web solutions for 5+ diverse industries, including Aesthetic Medicine, Insurance, Marketing Automation, Arboriculture, and Hairdressing, tailoring each design to specific business goals.
- Redesigned the "Monti" Real Estate website from scratch, building the entire platform in WordPress and creating the complete brand design and visual identity.
- Redesigned the Mercadodepases.club mobile native app and website, designing all new user flows and the complete UX and UI for the scouting platform.

- Developed Design Systems and Brandbooks from scratch, providing corporate clients with reusable component libraries and clear visual guidelines.
- Conducted stakeholder workshops and UX research to define product roadmaps, user personas, and brand positioning for diverse market segments.
- Implemented accessibility standards (WCAG) to ensure all digital builds were inclusive and compliant with international requirements.

UX UI DESIGNER (06/2022) - (06/2023)

Amalgama *Argentina*

- Transformed the SaaS experience for Verybusy.io (Creative Retouching Management), redesigning core webapp features to improve visual hierarchy and streamline high-volume retouching workflows.
- Conducted 10+ in-depth user interviews that directly informed the redesign strategy and the evolution of the product's pricing model.
- Scaled the internal Design System, creating and documenting reusable Figma components to ensure consistency across future features and releases.
- Redesigned the platform's pricing section and landing pages, focusing on messaging clarity and the better presentation of SaaS value propositions.
- Collaborated within an Agile framework alongside Project Managers and Developers to ensure the accurate implementation of high-fidelity designs.
- Applied UX writing principles to simplify technical copy within the application, reducing cognitive load and improving the onboarding experience for new users.

EDUCATION & CERTIFICATIONS

Coderhouse, *Argentina* • **UX UI Advanced**	(04/2023) - (08/2023)
EscuelaDevRock, *Argentina* • **UX UI Definitive**	(08/2021) - (11/2021)
EscuelaDevRock, *Argentina* • **React JS from Scratch**	(06/2021) - (08/2021)
EscuelaDevRock, *Argentina* • **Javascript**	(04/2021) - (06/2021)
Udemy, *Argentina* • **Html & CSS**	(03/2021) - (04/2021)
Udemy, *Argentina* • **After Effects**	(02/2021) - (03/2021)
Litoral National University, *Argentina* • **Graphic Design Bachelor**	(02/2013) - (02/2017)

LANGUAGES

Spanish (Native), English (B2 Upper Intermediate)