

Juan Cruz Monti

UX UI DESIGNER

Berlin, Germany | Nationality: Argentina

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Languages: Spanish, English, German (A1 – studying)

SUMMARY

UX/UI Designer with 2+ years of experience designing digital products across SaaS, EdTech, and agency environments. From contributing to user research that reshaped a product's pricing model, to scaling design systems and producing motion content, I work across the full design lifecycle – research, interaction design, visual execution, and cross-functional collaboration. Comfortable as the sole designer on a product team or working within Agile squads.

SKILLS & TOOLS

UX/UI: User Research, Wireframing, Hi-Fi Prototyping, Information Architecture, Journey Mapping, Usability Testing, UX Writing, Visual Design, Typography

Tools: Figma, Adobe Creative Suite (After Effects, Illustrator, Photoshop), Miro, FigJam, Hotjar, Google Analytics

Development: HTML5, CSS3, JavaScript, React JS, WordPress, Webflow

WORK EXPERIENCE

UX UI DESIGNER

(06/2024) - (04/2026)

CIARE

- Researched competitor platforms and student-facing flows to define the information architecture, page structure, and content strategy for a new EdTech website.
- Designed and developed the full site in Figma and WordPress, structuring the experience around how students discover, evaluate, and enroll in courses.
- Continued post-launch as an ongoing collaborator – iterating on the live platform, evolving course pages, and scaling the site as the academic catalog grew.
- Improved site performance and load speed as the course catalog grew, ensuring the experience stayed fast and stable at scale.

UX UI DESIGNER

(06/2023) - (04/2024)

Freelance projects

- Collaborated with NUBA Agency to design user flows and complete websites for a corporate law firm and a modular housing company.
- Designed and developed responsive websites in WordPress for clients across law, real estate, modular housing, and aesthetic medicine – tailoring each site's structure and visual direction to the client's 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.

- Developed Design Systems and Brandbooks from scratch, providing corporate clients with reusable component libraries and clear visual guidelines.

UX UI DESIGNER

(08/2023) - (10/2023)

Mercadodepases.club

- Conducted competitive research and benchmarking to define the UX direction for a sports scouting platform's mobile app and website redesign.
- Redesigned the mobile native app from scratch — defining user flows, interaction patterns, and the complete UI across all screens.
- Designed the responsive website and landing page, ensuring visual consistency between the mobile and web experiences.
- Built the design system and brandbook from scratch, delivering reusable components and visual guidelines for the development team.

UX UI DESIGNER

(06/2022) - (06/2023)

Amalgama *Embedded at Verybusy.io*

- Worked as the sole designer in an 8-person cross-functional team, contributing to UX research, UI improvements, and product communication for a SaaS retouching platform.
- Participated in 10+ user interviews — the product's first-ever research initiative — uncovering key insights around pricing, value perception, and user needs.
- Expanded the design system sprint by sprint, updating existing components and building new ones to maintain UI consistency as the product evolved.
- Contributed to the redesign of the pricing model, moving from an unlimited free plan to a 30-day trial with competitive paid tiers based on research findings.
- Designed the new landing page and animated a product explainer video in After Effects — solo, in one sprint.
- Applied UX writing principles to simplify technical copy within the application, reducing cognitive load and improving the onboarding experience for new users.

EDUCATION Y CERTIFICATIONS

Litoral National University, Argentina • Graphic Design Bachelor

(02/2013) - (02/2017)

Coderhouse, Argentina • UX UI Advanced

(04/2023) - (08/2023)

EscuelaDevRock, Argentina • UX UI Definitive

(06/2021) - (11/2021)