# JUDITH MONTIEL ORTEGA

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Hey there! I'm Judith, a **Product Designer** guided by a strong Product-centric mindset, as well as creativity, proactivity, and attention to detail. With a strong foundation in UX/UI, research and data-driven design, Design Thinking, and Agile and Lean Methodologies, I approach every project with an end-to-end focused vision, and a blend of creativity and analytical thinking.

My background in Communication, Digital Marketing, Graphic Design, and Digital Illustration has equipped me with a deep understanding of user-centric principles, effective storytelling, strategic problem-solving thinking, and business aspects. These skills, combined with my effective communication, empathy, and collaboration with cross-functional teams as part of the Product Trio, create the perfect combination to thrive as a Product Designer. Let's collaborate to bring ideas to life and make a lasting impact!

# EXPERIENCE

**PIPEX, AURAY MANAGING.** *Palau-solità i Plegamans, Catalonia, Spain*

## Product Designer *(Sept 2023 - Jan 2024)*

Objective:
Achieve tangible outcomes by integrating data-driven design aligned with business objectives, incorporating expertise in illustration and visual design.

Actions and result:
- **UX research** and **market trends analysis**, enhancing website design for an improved user experience.
- Utilized **data-driven design** to iterate and refine the product, achieving **tangible outcomes** like enhancing usability and increasing customer satisfaction by 60%.
- **Collaborated closely** with cross-functional teams to align design with **business objectives**.

## Marketing and Communication Responsable *(Jul 2023 - Jan 2024)*

- Re-branding efforts with **data-driven insights**, resulting in a **cohesive brand identity**.
- Streamlined stationery design process, achieving an **85% cost reduction**.
- Enhanced **catalogue engagement by 70%** through user-centric design principles.
- Optimized visual and B2B marketing content, driving a **90% increase in conversion rates and 95% in engagement**.
- Organized high-impact EMEA fair events, **improving ROI by 72%**.

**DINS EL BAOBAB.** *Manresa, Catalonia, Spain -  Freelancer*

## Product Designer *(Jan 2023 - June 2024)*

Objective:
Enhance "Dins el Baobab" website for better performance and user experience by using Product Design, UX, illustration and visual design.

Actions and result:
- Conducted **market and UX research,** developed **personas**, and redesigned the website with a focus on **accessibility**, **responsiveness**, and **conversion optimization**, resulting in a **90% increase in website traffic**, **70% improvement in user retention and satisfaction**, decreased bounce rates, and a **75% increase in conversion rates** for internal courses.

## Graphic Designer *(Feb 2020 - Jan 2023)*

- Branding design, **elevating brand and identity recognition**.
- Applied **user-centered design** to enhance digital marketing materials, **boosting conversion rates.**
- Played a key role in **collaborative brainstorming sessions**, offering innovative solutions to project challenges.

### Graphic Designer *(Jun 2020 - Des 2022)*

- Collaborated with client to **understand needs**, translating vision into compelling designs.
- Led branding redesign, ensuring **consistency with brand values.**
- **Built strong client partnership**, while ensuring satisfaction

# EDUCATION

### Digital Product Designer
The Hero Camp

### Graphic Design and Digital Creation degree
Open University of Catalonia (Honors in the degree's thesis)

### Communication degree
Open University of Catalonia (Honors in the degree's thesis)

# SKILLS

**Technical**
- UX/UI Design
- Design Thinking
- Data-driven Design
- Agile and Lean Methodologies
- Responsive Design
- Information Architecture
- Interaction Design

**Soft**
- Creativity
- Empathy and active listening
- Effective communication with team members and stakeholders
- Collaboration cross-functional teams
- Problem-solving
- Attention to Detail
- Adaptability

**Tools and Software**
- Adobe Creative Suite
- Figma
- User Testing Platforms
- Data Analytics Platforms: Amplitude, Google Analytics
- Project Management Tools: Jira, Trello, Asana, etc.
- CSS and HTML (basic)

# CERTIFICATIONS

### Digital Product Designer
The Hero Camp

### UX and UI Principles
Moonlearning.io

### UI Design with Figma
Moonlearning.io

### CSS and UI Design Fundamentals
Moonlearning.io

### C1 - Advanced (CAE)
Cambridge English Qualification

### Driving License (B)

# LANGUAGES

**Catalan** *native*　　**Spanish** *native*　　**English** *C1*