Judith Montiel

Cerdanyola del Vallès, Barcelona, Spain

Hey there! I'm Judith, a creative **UX/UI and Product Designer** with a strong Product-centric and analytical mindset. With expertise in UX/UI, data-driven design, Design Thinking, and Agile methodologies, and understanding of CSS and HTML syntax, I approach every project with a full end-to-end vision, having great communication skills with teams and stakeholders.

My background is artistic and strategical, so it equips me with a deep understanding of visual and user-centric design, storytelling, and strategic problem-solving. I've gained experience in both corporate and freelance roles, which has strengthened my time management, organization and teamwork skills.

663395256   info@judithmontieldesign.site   www.judithmontieldesign.site   LinkedIn

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)

CERTIFICATIONS

CSS and UI Design Fundamentals
Moonlearning.io - ID: b22794a5

UI Design with Figma
Moonlearning.io - ID: 1c881897

UX and UI Principles
Moonlearning.io - ID: cddb0f40

SKILLS

Methods
Design Thinking
Agile Methodologies & Lean UX
Data Analytics
Wireframing & Prototyping User
Information arquitecture
Responsive design
Research & User Testing
Journey maps & User Flow
Sketching & Illustration

Soft Skills
Empathy & Active listening
Teamwork
Leadership

Tools and development
Figma
Amplitude
Project Management Tools
Adobe Creative Suite
CSS and HTML

LANGUAGES

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

EXPERIENCE

DINS EL BAOBAB

Product Designer *2023 - August 2024. Manresa, remote*

- Comprehensive management and design of the product **lifecycle**: from conceptualization to launch, and continuous improvement.

- Conducted **market and UX research**, workshops, developed personas, user flows and user journeys to redesign the website with a focus on **accessibility**, **responsiveness**, resulting in a **90% increase in website traffic**, **70% improvement in user retention and satisfaction**, and a **75% increase in conversion rates** of their products, internal courses.

Graphic & UX/UI Designer *2020 - 2023. Manresa, remote*

- Branding design, **elevating brand and identity recognition**.
- Applied **user-centered design** to create social media content, **boosting conversion rates**.
- Conducted **collaborative brainstorming sessions**, offering innovative solutions to challenges.

PIPEX, AURAY MANAGING

UX/UI Designer *2023 - Jan 2024. Palau Solità i Plegamans, hybrid*

- Responsible for the **experience and design** of the entire website, improving user experience and driving a **30% increase in customer interactions** through strategic call-to-action buttons.

- Conducted **market and UX research** to improve user experience and effectiveness through **workshops, quests and interviews, A/B testing**. **Increased user satisfaction by 60%**.

- **Cross-functional coordination** with commercial, business and logistic teams, aligning the website's design with **business objectives** to strengthen the company's digital presence and customer engagement.

Graphic Designer and Marketing Responsible *2023 - Jan 2024*

- Creating logos, **branding**, corporate identity and **corporate identity manual** for the entire group of 5 companies - PIPEX.

- **Stationery (for print) re-design** sch as posters, brochures, catalogues, business cards, achieving a **70% cost reduction**.

- Re-designed main physic catalogue, through **user-centric design principles**.

- Optimized visual and **B2B marketing, corporate presentations**, social media content, driving a **65% in engagement**.

- Video creating and editing (+renders)

ARVONET S.L.

Graphic Designer *2020 - 2022. Terrassa, remote*

- Conducted workshops, market and UX research to **understand needs, translating them into design solutions**.

- Led **branding redesign** and corporate identity manual, ensuring consistency with brand values.

- Built **strong client partnership**, while ensuring satisfaction