

William Montoya

UX and Product Designer

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A UX designer with over 4 years of experience leading digital product development in education and technology. Proven expertise in user research, data analysis, and cross-functional collaboration to create user-centric solutions that drive engagement and business impact.

Education & training

MSc, Design and Social Management of Technology

Universidad de Los Andes, 2015

BA, Journalism

Universidad de Antioquia, 2009

Skills

- Proficient in creating prototypes, conducting user research, and UX writing.
- Skilled in project management, data analysis, and problem-solving.
- Experienced in leading workshops and using design tools like Figma and Miro.

Experience

UX Designer

CashPak - Globant
Jul. 2023 - Jan. 2024

- Led the development of Pako, a digital wallet for Central America.
- Conducted usability testing in Nicaragua and El Salvador, achieving 59% efficiency and 94/100 satisfaction.
- Optimized UI based on insights, reducing cognitive load by 25% and misclicks by 15% through localized designs, enhancing overall UX.

Product Designer

BlackBoard - Globant
Feb. 2022 - Jun. 2023

- Revamped communication and collaboration features for improved student-instructor interactions, resolving technical debt.
- Conducted user research and workshops, leading to enhancements in course inbox, announcements, and messaging.
- Developed user personas, journey maps, and collaborated with cross-functional teams on design iterations.

UX Manager

*Education Ministry of
Colombia*

Mar. 2019 - Dec. 2021

- Transformed the Ministry's educational website (Colombia Aprende) into a comprehensive digital ecosystem, supporting teachers' and students' learning journeys.
- Achieved an 81% increase in educational content downloads across platforms.
- Introduced design thinking methodologies to foster stakeholder collaboration and implemented agile processes for timely delivery.

Product Designer

UNDP, Colombia

Jun. 2017 - Dec. 2018

- Led the development of a digital platform to enhance Colombia's public innovation call application process, resulting in a 20% increase in application success rates.
- Implemented UX research and gamification strategies on a platform dedicated to innovation and entrepreneurship, successfully increasing engagement among public digital innovators in Colombia.