

William Montoya

Senior Product Designer · Design systems, AI prototyping, design engineering

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PROFILE

Product designer with a background in journalism and the social design of technology. At Deloitte I lead design for the two Converge platforms that currently generate revenue, for Pizza Hut and a major US grocery retailer, working daily with product, engineering and data in teams of 10 to 20 people. I start with the interaction flow before adding complexity. I build working prototypes to unblock decisions with PMs, and I hand off to developers through coded artifacts instead of static specs. Before Deloitte, I led an 18-person team that redesigned Colombia Aprende, the Ministry of Education's national learning portal.

REVENUE PLATFORMS

2

Pizza Hut and a US grocery retailer, at Deloitte

TEAM LED

18

Multidisciplinary, at the Ministry of Education

PEAK USERS

2.8M

Colombia Aprende, during the pandemic

DOWNLOADS

+81%

Content, one year after the redesign

EXPERIENCE

Senior Product Designer

Feb 2024 – present

Deloitte · Converge, via Globant

- Own design for the Pizza Hut and US grocery retail platforms, the two Converge products billing at Deloitte, shipping fast iterations on client and end-user feedback.
- Set the team's way of working: interaction flow first, complexity later; coded prototypes to unblock product decisions; developer hand-off through artifacts built with Claude.
- Built the Converge design system as a React package with design tokens and governance rules for AI coding agents.
- Designed Key Metrics Over Time for KFC franchisees, replacing a manual Excel reporting process with a self-service report.

UX Designer

Jul 2023 – Jan 2024

CashPak · via Globant

Designed Pako, a digital wallet for Central America. Ran usability tests in Nicaragua and El Salvador and used the findings to localize the interface.

Product Designer

Feb 2022 – Jun 2023

Blackboard · via Globant

Redesigned communication between students and instructors (course inbox, announcements and messaging) through user research and workshops, while paying down technical debt.

UX Lead, Colombia Aprende

Mar 2019 – Dec 2021

Ministry of Education of Colombia

- Led a team of 18: designers, developers, instructional designers, educational content managers, communicators and platform administrators.
- Redesigned Colombia Aprende with teachers and students into an ecosystem of 81,000 resources and 70+ microsites for about 300,000 regular users, peaking at 2.8 million during the pandemic. Content downloads grew 81% in one year.
- Designed Aprender Digital, an offline-first model for rural schools without internet: curated content packages that teachers carry to class as a single file. Shipped the MVP in three months; the site still draws about 1,200 visits a month from a niche audience.

TEACHING	Adjunct Lecturer	2025 – present
	<i>Universidad de Antioquia · School of Communications</i> Sensory Thinking and Interaction Design; Interactive Narratives Lab. catedra.dejesumensaje.com	
	Extension Instructor	2020 – present
	<i>Universidad Nacional de Colombia</i> Digital marketing and digital skills programs for public institutions.	

SKILLS	Product design	User research · Information architecture · Interaction design · Usability testing · UX writing · Accessibility · Workshop facilitation
	Design engineering	Design systems · Design tokens · React component libraries · Coded prototypes · HTML, CSS and Astro
	AI	Claude · Claude Code · OpenCode · Kimi · Gemini · ChatGPT · Figma Make · Governance for AI coding agents
	Tools	Figma · Notion · Miro
	Languages	Spanish (native) · English (B2)

EDUCATION	Graduate Specialization, Design and Social Management of Technology	2016
	<i>Universidad de los Andes</i>	
	BA, Journalism	2009
	<i>Universidad de Antioquia</i>	