

William Montoya

UX and product designer

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Education & training

Master Degree in Design and Social Management of Technology, Universidad de Los Andes, 2015

Bachelor Degree in Journalism, Universidad de Antioquia, 2009

Experience

UX Program Manager

Ministry of National Education of Colombia
2019 - currently

Lead design and development teams to ensure the Portal Colombia Aprende transition towards a digital ecosystem of learning services.

Analyze user behavior using Google Analytics and heuristic evaluations.

Conceptualize and manage the team's workload to create and launch all digital products required by the leaders and users.

Production designer

UNPD
2017 - 2018

Deliver wireframe and high fidelity prototypes.

Conduct research with internal and external users to create navigation flows.

Test and document users interactions to identify improvement opportunities.

Define and validate user stories with the development team.

Communications lead

Ministry of ICT of Colombia
2011 - 2017

Lead a digital transformation process with 830 officials from mayors' and governors' offices to encourage the use of social networks to interact with citizens.

Create reporting and analysis models for social networks to identify opportunities for interaction with Colombians on Facebook and Twitter.

Create and manage a community platform of collaboration and open innovation.

Skills

General

UX / UI

Prototyping

User Research

Design sprints

UX Writing

Front-end Dev

Wireframing

Problem solving

Testing

Project management

Design

Figma

Adobe XD

Sketch

After Effects

InVision

Development

HTML / CSS

Gatsby

Wordpress

Git