JONATHAN MONTALVO
Product Experience Leader – Miami, FL

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SKILLS

Tools
Figma
After Effects
Axure
Usertesting
Linear
ChatGPT
Adobe CC

UX Methods
Workshop Facilitator
Research
User Flows
Information Architecture
Task Analysis
Journey Mapping
Card Sorting
User Stories
JTBD
Heuristics
Usability Testing

UI Design
Interface Design
Interaction Design
Advanced Prototyping
Video Editing & 2D Animation
Brand Identity Design
Design Systems

AFFILIATIONS
ADP List Mentor
Ironhack UX Instructor

AWARDS
CBRE 2018 Ambassador Award
Leadership & Innovation

Adobe Hackathon - 2019
1st Place | Reefstar
link to project ←

EDUCATION
Miami Dade College
Associates Degree

IronHack
UX/UI Certification

WORK EXPERIENCE

HEAD OF USER EXPERIENCE   Dec 2023 - Present
Plei, Inc - Miami, FL

+ Defined and drove the overall UX vision and strategy, ensuring alignment with business goals and delivering consistent, high-quality experiences across all digital touchpoints

+ Lead in comprehensive research initiatives, including user interviews, surveys, and behavioral analytics, to uncover key pain points and drive data-informed UX improvements

+ Partner with cross-functional leadership, including Product, Engineering, and Marketing, to influence roadmap priorities and deliver impactful experiences that support growth and retention.

+ Established and maintained a scalable design system, improving design consistency, development efficiency, and brand cohesion across platforms.

+ Lead in the full rebuild/rebrand of our B2C and B2B products across web, iOS and Android.

+ Success metrics: 50% boost in aquisition, 70% increase in onboarding completion, 15% increase in user activation

SENIOR UX/UI DESIGNER - UX MANAGER   Feb 2022 - Apr 2024
Renaissance Learning (Nearpod Flocabulary) - Dania Beach, FL

+ Developed and executed UX strategy, aligning business goals with user needs through research, prototyping, and iterative testing, resulting in measurable increases in user engagement and retention.

+ Led cross-functional design initiatives, managing a team of UX/UI designers to deliver user-centered solutions that improved product usability and customer satisfaction across web and mobile platforms.

+ Led the building of reporting and data dashboards for admins and teachers showing usage, word exposure, proficiency and practice.

+ Led the rebuild of Nearpod's design system library to unify workflow, efficiency and consistency between engineering and design team.

+ Consistently engaging in formative usability studies and other user research practices.

+ Success metrics: 15% increase in activation rates, over 500 new leads in first month for premium subscription, 10% increase in created lessons.

LEAD UX/UI INSTRUCTOR   Oct 2021 - Apr 2024
Ironhack Bootcamp - Miami, FL   (Part time)

+ Preparing the future of UXers with the fundamentals of design thinking methodologies, strategy, design systems, digital interfaces, and visual design.

SENIOR ASSOCIATE - UX/UI DESIGNER   May 2021 - Feb 2022
PwC Experience Center - Hallandale, FL

+ Identifying business and user experience problems and ideating solutions.

+ Mapping out customer journeys, user flows, and site maps in order to blueprint the user experience.

+ Designing high-fidelity prototypes that facilitate user research and business decisions.

+ Lead stakeholder conversations and workshops to align with business goals and defend user needs.

+ Collaborating with developers and engineers to bring product ideas to completion.

PRODUCT DESIGNER   Oct 2020 - May 2021
Wrecking Ball - Ft. Lauderdale, FL

+ Leveraging stakeholder insights and data, collaborating with internal leadership and engineers in order to strategize, design and develop exceptional digital experiences.

SENIOR USER INTERFACE DESIGNER   July 2020 - Oct 2020
Citrix - Ft. Lauderdale, FL   (Contract)

+ Lead in creating design system library, specs, constraints, and rules for web components and layout structures for the Citrix Brand Hub.

+ Collaborated with design team and developers in designing multiple web property experiences.

+ Ideated and prototyped web pages, interactions and animations.