

Juan Cruz Monti

UX UI Designer | Web Designer

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UX/UI and Web Designer with 3+ years of experience designing websites and apps across multiple industries. Skilled in Figma, WordPress, and SEO-focused design. Strong focus on user research and business goals to create high-performing interfaces. Currently based in Berlin with full working rights in Germany and immediate availability.

Experience

CIARE | Web Designer

MAY 2024 - PRESENT

- Led the complete redesign of CIARE’s educational website (ciareprueba.com), enhancing usability and online visibility.
- Applied UX best practices and data-driven improvements to optimize user flow and content structure.
- Designed and maintained responsive pages using WordPress, Elementor Pro, Figma, and SEO tools.

Freelance Projects | UX UI Designer

AUGUST 2023 - MAY 2024

- Built and optimized multiple conversion-focused landing pages for small businesses using WordPress, Elementor, and Webflow.
- Led the full redesign of Mercadodepases.club, developing new user flows and a landing page that enhanced usability.
- Delivered a complete corporate website for a leading law firm, including UX research, design workshops, and a full design system and brandbook.
- Designed and developed websites and digital products for clients across industries, including SaaS, education, real estate, and law
- Created end-to-end UX/UI designs in Figma – from research, wireframes, and prototypes to final responsive interfaces.

Amalgama | UX UI Designer

JAN 2017 - JAN 2021

- Led the redesign of the landing page and key webapp features, improving visual hierarchy, messaging clarity, and overall user flow.
- Conducted 10+ in-depth user interviews that informed the redesign strategy and pricing model for Verybusy.io, a SaaS collaboration platform for creative professionals.
- Implemented a new pricing section and updated content strategy, resulting in higher conversion and improved engagement rates.
- Contributed to the scaling of an existing design system, creating reusable components and documentation for future releases.
- Played a key role in bridging research and visual design, ensuring that insights directly informed interface decisions and usability improvements

Education

B.A. in Graphic Design

JANUARY 2013- JANUARY 2017

University of Litoral

UX UI Courses

FROM 2021- UNTIL 2023

Coderhouse | Udemy

Wordpress Elementor courses

JANUARY 2024 - PRESENT

WPTuts | Udemy

SEO courses

JANUARY 2024 - JULY 2024

Romualdfons | Udemy

Skills & Languages

Design Tools

Figma · Adobe XD · WordPress · Elementor · Webflow · Notion · Miro · JavaScript · Google Analytics · Adobe Photoshop · Adobe Illustrator

Skills

User Research · Wireframing · Design Systems · Usability Testing · SEO · Responsive Design · Agile Collaboration · UX Writing Basics

Languages

Spanish (Native)
English (Upper-intermediate)
Germany (A1 - in progress)