

## Isabella Montoya

New York, NY • [imntya.com](http://imntya.com)

isabella.montoya97@gmail.com

### Experience

**UX Design Consultant** • Publicis Sapient

*New York, NY • July 2021 to Present*

- Improving UX for an automotive retail site migrating from Sitecore to AEM, working cross-functionally with designers, content strategists, PMs, and developers. Revamping 15 key user flows and shaping a best-in-class design system aligned with Hyundai's brand standards for flexibility and scalability.
- Increased user adoption by 16% for a client's platform serving 350,000+ monthly users by designing and implementing key features, including keyword search, multi-language support, and partner registration. Led QA checks and worked closely with engineers to refine interactions and ensure seamless integration.
- Enhanced API adoption for a credit union by designing an API exchange portal from concept to delivery, collaborating with engineers and product managers, and developing a new design system to ensure consistency and usability through visual QA checks.

**UX Design Intern** • IBM

*Austin, TX • June 2020 to July 2020*

- Enabled new designers to contribute 20% earlier to the IBM Z team by leading global user interviews with 12 participants, identifying key pain points, and improving onboarding through restructured educational events and a structured six-month mentorship framework.

**UX Research Intern** • EF Education First

*Cambridge, MA • June 2019 to December 2019*

- Drove product roadmap decisions for a beta travel app with 100,000+ users by conducting 35 user interviews and translating insights into actionable design recommendations.

### Education

**New York University** • MS Integrated Design and Media

**Tufts University** • BS Engineering Psychology + BFA Interdisciplinary Fine Art

### Skills

**Design** • Accessibility, design systems, digital & physical prototyping, wireframing, low & high fidelity mockups, user research (interviews, usability testing, personas)

**Software** • Figma, Adobe (Illustrator, InDesign, Photoshop, XD), JIRA