



**Carlos Montoya**  
PRODUCT DESIGNER

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cmntoya@gmail.com \ 435 764 0563 \ located in Redwood City, Ca

# Hands-on designer with a passion for collaboration.

## EDUCATION

Art Institute of Washington D.C — May 2007  
Media Arts and Animation

## SKILLS

Adobe (PS, AI, ID, FW)  
Sketch  
Mobile (iOS, Android, Windows Phone)  
HTML & CSS  
Spanish (Conversational)  
Portuguese (Conversational)

## ACTIVITIES

Guitarist since 2005  
Photography  
Beardsman

## ACHIEVEMENTS

### POP messenger

Apple Promoted 07.10.14  
#3 free app in iOS app store 08.15.14

### Textfree EX

#4 free app in iOS app store 11.28.13

**Designed and Launched 8 Apps**

## EMPLOYMENT

### Senior Visual Designer at Pinger

Jan 2013 – Present

Sole design resource for the Creative Labs Agility team responsible for the development of innovative user experiences, interface designs, animation designs, visual designs, interactive prototypes, typography, and screen layouts for iOS, Android, Windows Phone, desktop, web and other interactive media.

### Chief Experience Architect at Squad, Corp.

April 2012 – December 2012

Directly responsible for delivering all aspects of design, from delivering concepts and prototypes to UI specifications. Responsible for delivering end-to-end user-centric experiences, translate vision into concepts and designs that illustrate simplicity despite underlying complexity and constraints. Cultivate a highly iterative approach to design whilst keeping abreast of the latest technologies and industry trends.

### UX/UI Graphic Designer at Serena Software

January 2012 – January 2013

Work closely with product managers, business analysts, and developers to define product direction and UI/UX requirements and solutions. Work as the sole visual design resource, supporting all current and future web based products. Construct prototypes, page designs, graphics, wireframes, and mockups to support development. Create clickable wireframes and mockups from scratch for development, sales, and marketing within short turnaround timeframes. Establish design standards and specifications. Troubleshoot and resolve issues quickly related to UI design in products.

### Web Designer / Brand Manager at Lorie Stuart Cleaning LLC

March 2009 – April 2011

Planned, strategized, and executed marketing designs and activities to establish and maintain brand presence in the market. Researched and determined product weaknesses and areas to be modified. Generated names for new and existing products and services, established new ideas for new packaging design; including shape, size, colors, fonts and imagery. Defined product strategies and road maps; launched and oversaw advertising and media planning as well as designing website from wireframes to completion.