

# VICTOR MONTTOYA

## Product & UX Design Leader

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### About Me



I'm a hands-on, strategic product leader with deep experience partnering closely with product and engineering to lead discovery, shape direction, and own design experience across complex SaaS products. I work from early problem framing and experimentation through delivery and iteration, turning ambiguity into clear, learning-focused, and scalable experiences.

### Business Objective

Drive measurable business impact through scalable, user-centered SaaS experiences aligned with market needs and company strategy. Translate business objectives into end-to-end product and design solutions—from discovery through implementation.

Experience Design

Human-Centered Design

Product Innovation

Problem Solving

UX Strategy

Design Thinking

### Key Profile Highlights

**Strategic UX Execution:** Deliver end-to-end UX and product design for enterprise platforms, improving engagement, usability, and brand perception through hands-on design and research.

**Data-Informed Impact:** Collaborate cross-functionally to ship scalable digital experiences across global markets, using research and analytics to drive adoption and measurable outcomes.

**Human-Centered Design:** Apply insight-driven, human-centered design practices to improve satisfaction, accelerate iteration, and align design solutions with business goals.

**Design Craft & Influence:** Contribute high-quality UX, interaction, and visual design while influencing product direction through clear communication, collaboration, and design best practices.



### Work Experiences

2023-Present

#### Senior Product/UX Designer (Associate Director)

Year Up United

📍 Remote

Own the end-to-end UX of enterprise learning platform, grounding decisions in learner and staff research. Partner with product leadership and engineering to shape direction and deliver scalable, learning-focused improvements.

Serve as design lead across top priority initiatives, owning usability from discovery through launch. Lead research and workflow design supporting the consolidation of three LMS platforms to improve adoption and learning outcomes.

#### Key Contributions & Impact

- Lead end-to-end UX across enterprise learning experiences
- Own usability for top priority initiatives
- Unified three LMS platforms through research-led design
- Reduced learner onboarding time by 80%
- Improved first-login success by 25%
- Increased assignment completion by 12%
- Achieved 90% learner adoption post-consolidation
- Contribute to shared design systems and UI patterns
- Reduced UX tooling costs by \$75K annually

2023-2025

#### Chief Experience Officer (CXO) (Consulting)

Experience

📍 Remote

Owned product experience and design for an enterprise employee experience platform, leading discovery through product launch. Partnered across distributed teams with product and engineering to translate customer needs into usable, adoption-focused solutions, and led zero-to-one initiatives while influencing roadmap decisions through continuous customer discovery.

#### Key Contributions & Impact

- Owned end-to-end UX across an enterprise multi-tenant SaaS platform
- Led discovery and usability for zero-to-one initiatives
- Influenced roadmap and scope through customer research
- Delivered experiences across product, web and mobile
- Partnered with globally distributed, cross-functional teams

### Languages

English  
Native



Spanish  
Native



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### Personal Skills

**Empathy:** Applies user and stakeholder empathy to design solutions that serve diverse needs.

**Adaptability:** Leads effectively through change in complex, evolving environments.

**Collaboration:** Builds strong cross-functional partnerships with product, engineering, business, and leadership.

**Curiosity:** Drives continuous learning and discovery to inform strategy and innovation.

**Creativity:** Develops thoughtful, innovative solutions to complex, ambiguous problems.

**Communication:** Clearly articulates ideas, aligns stakeholders, and practices active listening.

**Resilience:** Maintains focus, momentum, and delivery under pressure and ambiguity.

### Volunteering

#### Volunteering Activity

Year Up United Coach

Coach students on workplace best practices and career readiness, building confidence and supporting successful transitions into professional roles.



### Work Experiences

#### Director of Product and Design

American Public Education, Inc.

Fairfax, VA

Led product and UX design for the student application and website experience at American Public University and American Military University, redesigning the application into a single-page flow and streamlining the site to reduce friction and increase enrollment conversion.

Built and scaled the design team from 1 to 5 designers, establishing design governance and a shared design system. Partnered with Product, Engineering, and content teams to deliver consistent, scalable experiences with measurable impact.

#### Key Contributions & Impact

- Owned UX and product design across enrollment, marketing, and student experiences for 5 brands
- Built and managed a team of 1–5 designers
- Established design governance and a shared design system
- Redesigned the student application into a single-page experience, increasing completion by 48%
- Reduced application time to ~3 minutes by simplifying 65+ questions to 20
- Increased leads by 19% through integrated live chat

2017 - 2023



### Education and Certificates

#### User Experience Master Certificate

Nielsen & Norman Group



#### Master's of Business Administration in Marketing

American Public University



#### Bachelor's of Arts

in Graphic Design

The Art Institute of Washington D.C.



#### Web Developer Certificate

Northern Virginia Community College



2023

2016

2009

2008

### Passions



Travel



Yoga



Design



Food

### Case Studies



Year Up United  
LMS



Oxperience  
Workforce



APEI Enterprise  
Application



OverRuled  
AI Chatbot