



# ESTEBAN MONTES

CONTACT: [MUCHODESIGNSTUDIO@GMAIL.COM](mailto:MUCHODESIGNSTUDIO@GMAIL.COM)  
PORTFOLIO: [MUCHODESIGNSTUDIO.COM](https://MUCHODESIGNSTUDIO.COM) →

MUCHO DESIGN STUDIO ↑

## OVERVIEW

I'm a product designer with over 10 years of experience crafting end-to-end UX & UI designs for consumer-facing and internal products. I view my role first and foremost as a problem solver, addressing complex, ambiguous problems for users and businesses by leading projects from product discovery, to road mapping, to high fidelity prototyping, to user interface design, and finally through development iterations. I collect and connect qualitative user insights, quantitative market analytics and product-to-platform heuristics to prioritize the most delightful, viable and feasible concepts. My work includes releasing new features as well as launching new products and tools from 0 to 1. My strengths are UX research, Design Thinking and prototyping, but I've got the design skills and versatility necessary to put together finished artifacts for development. I'm a team player who brings leadership, integrity, and delight to team meetings.

## EXPERIENCE

**Razorfish**, Miami Florida | November 2022 - Present

### Associate Experience Design Director

- Leading UX on the discovery and innovation team for Southern Glazer's Wine & Spirits. Identifying new product opportunities or feature enhancements on various internal and external consumer applications and B2B e-commerce experiences.
- Optimizing user experiences and efficiencies, using market and customer research to prioritize the pain points and opportunities with the highest impact.
- Currently working on hardware and new SaaS technology that will have major advances on real-time inventory tracking and inventory automation. With new hardware we will capture product usage data that can be leveraged by Ai to identify patterns, seasonality, trends, irregularities, and help identify in-depth accurate product usage insights.

**ADT**, Miami Florida | October 2020 - November 2022

### Senior Product and UX Designer

- Launched the Google partnership with ADT to create the next generation smart home security services. Bringing ADT + Google platforms together to create an advanced, integrated smart home security and automation solution.
- Initiated the digital transformation from sales calls to e-commerce solution for the first time in ADT's history. Allowing customers to build and buy their custom security system online to match their needs and budget.
- Prioritization mapping of all the ADT Apps. Integrating all platforms from security, automation, and account management into one singular App experience.
- Launched ADT's first self-setup solution, expanding beyond professional installations and entering a new competitive market challenging Amazon Ring.

**Razorfish**, Miami Florida | January 2020 - Sept 2020

### UX Product Designer

- Improved the ticket purchasing experience at Universal Studios website, making the booking process fast, fun, and simple.
- Created easy cross-navigation between Park, Land, and Hub pages to increase excitement and interest in each park.
- Helped Universal Studios communicate with their audiences during the pandemic. Allowing rescheduling or refunds to customers who lost their trip.

**Mucho Design Studio**, Miami Florida | January 2017 - Present

### UX/UI Product Innovation and Design Consultant

- With a client list that ranges from startups to international businesses I built and delivered efficient digital products, powerful brand messages, effective marketing campaigns, including e-commerce solutions, SaaS, and integrations into marketing campaigns, and omni channel communication.
- I operate and manage a remote team of programmers, designers, and creators servicing clients specializing in digital services, fashion, fintech, beauty, craft beer, spirits, chocolates, home goods, CBD products, coffee, and more.

## SKILLS & TOOLS

### Expertise:

User Research, Product Strategy, UX Architecture, Prototyping, UX Strategist, UI or Graphic Design, Wire-framing, Sketching & Visualization, Affinity Diagram, Journey Mapping, End-to-End Design Process, Brainstorming & Idea Generation, Innovation

### Tools:

Figma, Sketch, Adobe XD, Invision, Illustrator, Photoshop, InDesign, Jira, Confluence, Miro, After Effects, Full Story, UserTesting, Mid-Journey, Chat-GPT4

### Soft Skills:

Team Leadership, Mentor, Presenter, Design Strategist, Workshops Problem Solver, Facilitator, Team Manager, Storyteller, Analytical, Adaptable, Diplomatic, Relentless, Positive, Stoic, Disciplined

## EDUCATION

**Parsons School of Design**  
Bachelor of Fine Arts Degree - 2000 - 2004

Communications Design  
Minor in Motion Graphics

### ELISAVA

Barcelona School of Design and Engineering - 2005  
Master's Degree In Design and Communication

### General Assembly

Product Management 2015  
Tools, tactics and strategies for effective digital product managers.

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