

Tatiana Montoya

Senior Product Designer
AI · B2B SaaS · Complex Workflows

taniamontoya.com/
taniarockmontoya@gmail.com
linkedin.com/in/taniamontoya
+1 (720) 7717797

Core Skills

User-Centered Design
Interaction Design
User Research
Rapid Prototyping
Information Architecture
Usability
CJM

Tools & Technologies

Figma Expert, Claude Code,
AI-assisted prototyping, Spline,
MixPanel, Lookback, Jira/Confluence

Other Skills

SwiftUI, Interface builder, Xcode,
Git, HTML

Languages

Fluent in Russian and English

Certificates

HCI & Cognitive Science
2024, Interaction Design Foundation

Building Real Apps
2022-2024, DesignCode

**Researching User Needs
in IT products**
2018, ProfsoUX,
Saint Petersburg/Russia

Usability & Interface design
2017, IT Academy, Novosibirsk/Russia

Senior Product Designer with **9 years** of experience designing complex **B2B SaaS** and **native iOS, Android**, and tablet products. Skilled at turning technical and operational workflows into fast, intuitive experiences for non-technical users. Strong background in user research, interaction design, design systems, rapid prototyping, and close collaboration with engineering to ship high-quality products.

Experience [9 years]

Glam.AI / Senior UX/UI designer

jun 2023 - jul 2025, remote/contract, California/USA, glam.ai

Glam AI is a Generative AI company that began as a B2C photo and video editing app and evolved into an AI-powered platform for businesses, focusing on virtual try-on technologies.

- Designed AI-powered product experiences as the company evolved from a consumer editing app into a B2B-focused platform.
- Created onboarding flows, interactive prototypes, and real-time result experiences for AI-powered virtual try-on use cases.
- Worked closely with engineers, strategy, and the B2B product team to refine interface logic, user feedback, and product usability.
- Supported product demos and customer-facing materials used in business development and investor communication.

MightyCall / Senior Product designer — Native Mobile Systems

dec 2020 - dec 2023, remote/full-time, California/USA, mightycall.com

MightyCall is an affordable VoIP+CRM service for small businesses in the U.S. and Canada, offering VoIP solutions and open API integration with popular business apps.

- Owned end-to-end UX for a B2B VoIP + CRM platform across native iOS, Android, and tablet experiences, turning complex call routing, contact management, and workflow configuration into approachable, guided experiences for non-technical SMB users.
- Simplified technically dense features (IVR setup, call flow logic, CRM integrations) into intuitive step-by-step interfaces, reducing user friction across onboarding and daily core tasks.
- Conducted user research and usability testing to validate design decisions; streamlined key user journeys, contributing to a 65% increase in engagement.
- Collaborated closely with distributed engineering teams to maintain design system consistency and uphold quality through the full build cycle.

Freelance / UX/UI designer

jan 2024 - present, remote, contract/part-time, USA

- Roxborough Ridge HOA. Colorado** / Responsible for design, web developing, launching, marketing support, and setting up payments for HOA.
- Above & Beyond LLC. Colorado** / Responsible for website design, website launch, and advertising support for a window cleaning business.
- The Happy Window Cleaner. Florida** / Responsible for website design, website launch, and advertising support for a window cleaning business.





**MightyCall
Mobile**

Virtual Phone System

4.0 ★★★★★

#21

0+

150 Ratings

Business

Age



**inStories: Create
Insta Video**

Aesthetic Instagram
Editor

4.9 ★★★★★

#9

4+

84K Ratings

Photo & Video

Age



KUPIVIP

Fashion clothes and
shoes

4.8 ★★★★★

#33

9+

15K Ratings

Shopping

Age



**Video Maker
Movavi Clips**

Videocrop & Slideshow
maker

4.7 ★★★★★

#24

4+

27K Ratings

Photo & Video

Age

* User ratings at the time of my contribution

Education

[Higher degree in Design & Tech]

Omsk State Technical
University

2012, Department of Design and
Technology/Master degree

Omsk State Information
Technology College

2009, Web development / Web designer

Omsk State Pedagogical
College

2008, Graphic and arts department/
Technology and drawing teacher

Aleksey Liberov Art School

1996 - 2004, Fine art

Experience, Continue

InStories / Senior UX/UI designer — Native App Design

apr 2021 - sep 2021, remote/part-time, Cyprus, instories.com

InStories creates user-friendly software for video, audio, and photo editing on mobile devices.

- Designed complete iOS/Android app interfaces and prototypes for a video-creation platform.
- Enhanced usability through iterative testing, delivering over 19 new features, developing visual systems and animations, and increasing real-time user engagement by 40%.

MTS bank / UX/UI Designer

jul 2020 - oct 2020, full-time, Moscow/Russia, mtsbank.ru

MTS Bank is a leading Russian commercial bank, ranking among the top 50 by assets.

- Led UX design for the Deposits project, delivering wireframes, prototypes, and UI designs. Established and maintained a comprehensive UI kit library to streamline design workflows.

LLC Private Trade Innovative Solutions / UX/UI designer

nov 2018 - jul 2020, full-time, Moscow, Russia, kupivip.ru

Private Trade develops e-commerce applications, including KUPIVIP, a platform offering premium brand discounts in Russia, Belarus, and Kazakhstan.

- Designed cross-platform e-commerce experiences (iOS, Android, Tablet, Apple Watch, Web) and maintained design systems in Xcode and Git.
- Created **advanced checkout flows** and virtual size-recognition features, reducing return costs by \$2M+. Conducted A/B testing and analytics for conversion optimization.

MOVAVI / UX/UI designer — Visual Editor & Tablet/Mobile

may 2017 - feb 2019, full-time, Novosibirsk/Russia, movavi.com

MOVAVI develops industry-leading software for video and photo editing, media conversion, screen recording, and media playback on Mac, Windows, iOS, and Android.

- Designed a consumer-facing visual editor (Movavi Clips) used by non-technical creators to produce professional-quality video — shipped to 200+ countries, reaching top app store rankings globally.
- Translated complex media editing capabilities (timelines, effects, transitions, rendering) into an approachable, progressive UI that served users with no technical background.
- Built and maintained 100+ component libraries and prototypes; introduced a design + code workflow into Scrum using Xcode's Interface Builder, bridging design and engineering execution.
- Promoted for delivering interfaces that drove measurable business impact, doubling year-over-year profit growth.

Achievements

Recognized by **G2** as VoIP Leaders (Fall 2022, Winter 2023) for UX contribution at MightyCall.

Delivered applications collectively reaching **100K+ ratings** and top app-store rankings across global markets.

Experienced in **cross-time-zone, multicultural** collaboration (U.S., EU, and Asia) with focus on communication, accountability, and design leadership.

