

Isabella Montoya

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imntya.com

Experience

UX Designer • Publicis Sapient

New York, NY • July 2021 to Present

- **Lead visual design of a digital menu system for Culver's**, transforming paper-based menus into scalable in-store and drive-thru experiences. Informed by research, the new system will support a rollout to 1,000+ locations by 2029.
- **Redesigned 15 key flows for Hyundai Canada**, focusing on the mobile-first car buying experience. Built a responsive design system from scratch to improve usability across devices. Ensured accessibility compliance (WCAG 2.1 AA) across redesigns.
- **Improved adoption by 16% for Verizon's Small Business Digital Ready learning platform** with 100k+ registered users by designing new features like keyword search, multi-language support, and partner registration. Maintained and expanded design systems to support scalability and brand consistency.
- **Designed a secure developer API portal for Navy Federal Credit Union**, balancing developer usability with technical constraints. Collaborated closely with engineers to ensure seamless implementation. The project's success led to additional client work.

UX Design Intern • IBM, *Summer 2020*

UX Research Intern • EF Education First, *Summer 2019*

Education

New York University • MS Integrated Design and Media

Tufts University • BS Engineering Psychology + BFA Interdisciplinary Fine Art

Skills

Design • Accessibility, design systems, journey mapping, design thinking, prototyping, wireframing, low- and high-fidelity mockups, visual design, UX research, AI prompting

Software • Figma, Adobe Illustrator, Photoshop, ChatGPT, Midjourney