

PERSONAL INFORMATION

Name:Victor Montes de OcaDate of birth:20/06/86Phone:+34 653 71 96 85Email:montesdeocadesign@gmail.com

EDUCATION

Degree of Arts & Digital Design (UNEARTE) Professional Certificate of Web Design & Multimedia (AVBC) Professional Certificate of Advertising (Grupo2000) Professional Certificate of Mobile App developer (Univ. Complutense de Madrid) Professional Certificate of Usability & UX (IM Internacional de Marketing) The complete Conversion Rate Optimization (Udemy)

SKILLS

Adobe Photoshop Adobe Illustrator Code editors, FTP, Git Hotjar / Adobe XD / Figma HTML5 / CSS3 / jQuery Wordpress / e-Commerce Google Analytics / Econda Google Optimize / Kameleoon

Web-Designer/Front-end developer since 2009
Design & Front-end development of Apps and Responsive Layout
Frameworks such as Bootstrap, jQuery Mobile, among others
Invited jury for degree projects at IronHack (UI/UX 2021 and 2022)
UX, Crowd Test, Customer Interviews, Hotjar, A/B Test & Prototyping since 2017
CRO Manager, Funnel Analysis, User Flow, Customer Interviews and Research
Native Spanish speaker, professional level in English and French.

WORK EXPERIENCE

FESTO

Conversion Rate (CRO) Specialist
 Date: September 2022 to present

Mubawab

Conversion Rate (CRO) Specialist
 Date: July 2018 - July 2022

Turijobs (StepStone Group)

• UX/UI & Front-End Developer Date: May 2017 - June 2018

Lamaga Comunica

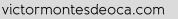
• UX/UI & Front-End Developer Date: June 2013 - September 2016

Instituto Creativo Digital

& Centro Art Escuela de Diseño

 • Teacher: Adobe Photoshop / Indesign Adobe Flash / AfterEffects

Date: June 2010 - December 2011





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CRO CHALLENGES

FESTO (2 years)



· Build the CRO process from scratch.

 \cdot Conduct and update a study of the conversion funnel and its situation in relation to the market average of our specific industry.

 \cdot Create more than 75 AB Tests ideas with design and hypotheses based on user behavior visualization (Hotjar), Analytics data and User Interviews to fill out the backlog.

· Launch 28 tests with 17 winning variations.

 \cdot 2 AB Test with a CR of +12.11% and 5.84% with Potential business impact of +7.8M and +1.6M per year.

• Align goals and communicate results across 5 teams; Product Owners, IT, Marketing, Global Sales, Management, UX.

 \cdot Manage an AB Test Squad of dedicated Developers and Product Owners.

 \cdot Conduct user interviews for a year to cover the most crucial topic in our funnel: Product Selection.

 \cdot Train more than 90 users in the use of Hotjar, with sessions every 2 weeks.

 \cdot Train different teams on how to conduct interviews and how to organize and communicate the conclusions.

 \cdot Constant monitoring of User Stories coming from a winning AB Test until their implementation and subsequent analysis.

 \cdot Evangelize the CRO philosophy and the Data-Driven and User-Centric approach for the creation of features not based on opinions.

Mubawab (4 years)



· Build the CRO process from scratch.

 \cdot Conduct research and develop mock-ups for 5 mobile applications with subsequent data monitoring and constant improvements.

 \cdot Manage project research to add individual paying users (non-agencies) and their different price packages and payment types (credit card, mobile payments, etc).

• Understand the cultural, technological and economic differences of users in the Arab world in relation to Europe, to gradually introduce a UX similar to European websites such as "Idealista".

· AB Test the Website (desktop and mobile), Emails and Marketing Campaigns.

 \cdot Redesign the entire website based on the CRO methodology