



# MONTES DE OCA

— CRO & UX/UI —

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## PERSONAL INFORMATION

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Name: Victor Montes de Oca  
Date of birth: 20/06/86  
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## EDUCATION

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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)

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## SKILLS

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Hotjar / Fullstory	HTML5 / CSS3 / jQuery / SQL
PowerBi / Looker Studio	CRM, FTP, Code editors, Git, GitHub, Jira
Adobe XD / Figma	Google Analytics / Adobe Analytics
Adobe Photoshop / Illustrator	Google Optimize / VWO / 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



## CRO CHALLENGES

### FESTO (2 years)



- Build the CRO process from scratch.
- Conduct and update a study of the conversion funnel and its situation in relation to the market average of our specific industry.
- 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.
- 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.
- Manage an AB Test Squad of dedicated Developers and Product Owners.
- Conduct user interviews for 2 years to cover the most crucial topics in our funnel: Product Selection and Configuration.
- Train more than 90 users in the use of Hotjar, with sessions every 2 weeks.
- Train different teams on how to conduct interviews and how to organize and communicate the conclusions.
- Constant monitoring of User Stories coming from a winning AB Test until their implementation and subsequent analysis.
- 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.
- Conduct UX research and develop mock-ups for 5 mobile applications with subsequent data monitoring and constant improvements.
- 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.
- Redesign the entire website based on the CRO methodology