MONTES DE OCA
CRO & UX/UI

PERSONAL INFORMATION

Name:	Victor Montes de Oca
Date of birth:	20/06/86
Phone:	+34 653 71 96 85
Email:	victor.montes.bcn@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)

Agile Scrum Product Owner Certification Training (Udemy)

Generative AI Leader (Google Certification)

SKILLS

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

Web-Designer/Front-end developer since 2009
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