

# Eduardo Monteagudo

## Senior Visual, UX-UI & Product Designer

Expert in marketing, product, and sales design for B2B tech startups. I create structured, engaging visuals that drive brand growth and conversion. With a master's in visual design and illustration, I bring expertise in branding, UX/UI, and content creation—plus over a decade of experience as a university instructor.

[www.mont.design](http://www.mont.design) | [www.linkedin.com/in/monteagudog/](https://www.linkedin.com/in/monteagudog/) | monteagudog@gmail.com | Valencia, Spain

## EXPERIENCE

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### Freelance Senior Designer

Mont | Valencia, Spain

Mar. 2024 – Present

*Expert visual design services in Branding, UX-UI & content.*

- Designed impactful branding solutions, enhancing recognition and consistency.
- Developed intuitive web and mobile interfaces, improving user engagement and conversions.
- Created engaging social media content and professional video production.

### Senior UX-UI & Visual Designer

Revieve | Helsinki, Finland - Remote

Aug. 2020 – Sep. 2023

*AI SaaS for personalized skincare & beauty recommendations.*

- Redesigned brand identity, creating 10+ asset libraries and guidelines.
- Built a Figma design system, improving efficiency by 50% and reducing design handoff time by 30%.
- Integrated guidelines from 10+ global brands (Shiseido, DIOR, P&G) into seamless plugins.
- Led website redesign, increasing conversion rates by 25% and session duration by 35%.
- Automated SM content creation, reducing delivery times and ensuring brand consistency.
- Designed a modular presentation system, boosting efficiency by 50% in strategic pitches.
- Created case study reports and email campaigns, driving a 15% rise in CTR and 25% conversion rate.
- Produced corporate videos, increasing social media views by over 1000%.

### Senior Visual Designer

Waidis | Valencia, Spain

Mar. 2018 – Mar. 2019

*Tech HR startup offering digital recruiting SaaS.*

- Revamped brand identity, increasing recognition and digital engagement.
- Created dynamic videos, boosting viewer retention by 50%.
- Designed a seamless UX/UI for the SaaS platform, achieving 79% user satisfaction.
- Ensured consistent brand experiences across web, email, and social media.
- Reduced production costs by 70% through image optimization and minimal photoshoots.
- Developed tailored recruiting visuals for brands like Orchestra, HAYS, and Leroy Merlin.

### Freelance Designer

Monteagudog | Worldwide - Hybrid

Sep. 2013 – Aug. 2020

*Brand design services and visual design formation.*

- Built 50+ global brands, adapting to diverse markets.
- Conducted design training for 200+ professionals.
- Led project teams (2-5 members) to deliver market-driven solutions.

### University Design Professor

ULA | Mérida, Venezuela

Oct. 2005 – Sep. 2016

*One of the top universities in Latin America.*

- Taught design and graphic techniques, mentoring 500+ students.
- Led academic programs, adapted curricula to market trends, and coordinated internships.

## EDUCATION

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### Master in design and illustration

Universitat Politècnica de Valencia - Valencia, Spain.

- 2 academic years

### Adobe certifications

Adobe Certified Training Center - Caracas, Venezuela.

+210 formation hours

### Core teaching module

Universidad de Los Andes - Mérida, Venezuela.

1 academic year

### Industrial / Product design degree

Universidad de Los Andes - Mérida, Venezuela.

5 academic years. SummaCumLaude

## SKILLS

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### Design

Design principles (Color, typography, shapes...), sketching and illustration, iconography, marketing and SM, photo retouching and image edition, video creation and edition, animation, data visualization, presentation design, visual branding and communication.

### UX/UI

Design thinking, interaction design, user research, information architecture, storytelling, user flows and journeys, wireframing, design systems, prototyping, animation, visual design, copywriting and UX writing, multi-platforms and devices, documentation.

### Soft

Empathy, communication, active listening, attention to detail, problem-solving, resource optimization, collaboration, continuous learning, storytelling, adaptability, proactivity, teamwork, ownership, knowledge sharing, creative thinking.

## DESIGN TOOLS

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- Adobe CC suite (Photoshop, Illustrator, InDesign, Firefly, After Effects, Premiere and Acrobat)
- Figma, WordPress, Webflow, Sublime Text
- Microsoft Office (Word, PowerPoint, Excel)
- Google (Drive, Slides, Sheets, Gmail, Analytics)
- Remote (Slack, Jira, Miro, Confluence, Zoom)
- Other (Canva, LottieFiles, Pitch, Prezi, Hubspot, Outreach, Chat GPT and other AI's)

## LANGUAGES

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- Spanish: Native
- English: Fluent
- Italian: Basic

## ABOUT ME

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I am a values-driven person, always striving to push my limits, give my best, and contribute positively to any environment I'm part of. I'm passionate about learning and sharing knowledge, acting with empathy, and taking responsibility in everything I do.

To unwind, I enjoy drawing, going to the gym, and watching football. I'm constantly learning, and I'm currently specializing in two areas: AI-assisted image and video creation, and UX/UI design.