

Sebastian Montenegro

Senior UX/UI Designer

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Key Skills

Design Skills

User Research: Usability testing, interviews, personas, design sprints.

Design Thinking: User-centered, iterative, collaborative problem-solving.

Communication: Clear articulation of concepts to teams and stakeholders.

Interaction & Visual Design: Wireframes, prototypes, dashboards, scalable systems.

Leadership: Mentoring, guiding teams, fostering collaboration.

Technical Skills

Front-End: HTML, CSS, JavaScript, PHP.

Frameworks: React, Angular, Vue.js, Laravel.

Styling: Tailwind CSS.

Tools: Figma, FigJam, Adobe XD.

Collaboration: Git, Storybook.

Education

La Plata National University (UNLP)

Bachelor's Degree in Visual Communication Design
2007 – 2012 | Buenos Aires, Argentina

Coursera

Google UX Design Professional Certificate
2025 | Dublin, Ireland

Udemy

UX/UI Design & Full-Stack Web Development
2021 – 2023 | Dublin, Ireland

CETAE

Video Editing, Motion Graphics, UI Components Animation
2013 – 2015 | Buenos Aires, Argentina

Quilmes National University (UNQUI)

Web Design & HTML/CSS Integration
2006 | Buenos Aires, Argentina

Language

Spanish: Native

English: Upper-Intermediate (Certified)

Profile

I'm a Senior UX/UI and Product Designer with over 10 years of experience creating user-centered digital products and translating research into intuitive workflows, design systems, and scalable interfaces that drive measurable business and user impact. Recognised for delivering design solutions that align with strategic business goals.

Work experience

Horizon Web LTD | Senior UX/UI Designer and Front-End Web Developer
2021 to present · Dublin, Ireland

- Audit and lead user research and usability testing to identify the digital product's pain points and report design improvements.
- Host workshops and design sprints to understand product goals and gather ideas.
- Design end-to-end user journeys, wireframes, sitemaps, screen flows, prototypes, layout mock-ups, and scalable design systems in Figma.
- Cross-functional collaboration with stakeholders and engineering to align product direction to implement responsive front-end solutions and streamline design-to-development handoff, reducing iteration cycles.

Key Achievements

- Digital product usability upgrades and task completion time reduction via UX redesign.
- Data-driven design improvements that led to an increase in user engagement.
- B2B and B2C funnel designs that boosted conversion rates.
- Design system efficiency and enhancement across teams with reusable UI components.

NED College | Lead Visual Designer & Art Director
2019 to 2021 · Dublin, Ireland

- Focused on UI/UX, designed dashboards and flows to enhance NED's digital products.
- Delivered consistent tools for sales teams, ensuring usability and scalability.
- Improved the student onboarding flow (website/app) to increase enrollment completion.
- I redesigned the course catalogue and navigation structure, incorporating accessible and mobile-optimized UI enhancements. This ensures that prospective students, regardless of the devices they use or their specific needs, enjoy a better experience with fewer clicks and a clearer hierarchy.
- Implemented data-driven feedback and usability testing (analytics + interviews) to iteratively improve site features such as applications, payments, and course delivery.

Gema Studio | Senior Visual Designer & Front-End Web Developer
2015 to 2019, Buenos Aires, Argentina.

- Expanded expertise in UI/UX design and front-end web development.
- Led UX audits for client websites/e-commerce sites to boost conversions and identify friction points in purchase or contact forms.
- Optimised mobile UX for their websites & online shops to improve load speed, legibility, and engagement.
- Developed modular design systems for their clients to ensure faster delivery of responsive sites & brand identity work.
- Integrated user feedback and research into the branding process by applying persona-driven design.

Macrini Agency | Mid-Level Visual Designer & Design Team Lead
2013 to 2015, Buenos Aires, Argentina

- Led a creative team and managed client relationships with major accounts.
- Designed communication campaigns and developed impactful strategies.
- Enhanced the user experience of the intranet dashboards and internal tools, enabling employees to locate policies, updates, and communications more efficiently.
- Optimised the accessibility of the client's websites by improving their performance & UX.
- Designed the entire gamification and the UX/UI strategy of an internal platform called PRODE, in which users must log in and play by interacting with each other.

Radikal Studio | Junior Graphic & Suits Designer
2011 to 2012 | Buenos Aires, Argentina

- Enhanced visual consistency (branding and UI graphics) across events, merchandise, and digital channels, and implemented user feedback loops (surveys and interviews) to better tailor fan experience, merchandise offerings, or event communications.

smontenegro.com | Professional Freelance Designer
2010 to present | Argentina, Spain, Ireland and UK

- Provided end-to-end digital design services, including UX/UI, visual design, branding, motion graphics, social media, and web development.
- Developed creative and user-centered solutions across diverse industries.