



Carlos Montoya
Principal Designer,
Director

Education
Mentors, books, the
internet — startups.

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Mission;
To simplify the complicated, have fun, and learn
from my mistakes.

Projects

- Healthy Together
- Bueno NFT
- Meetup
- Twenty
- Mappen
- Atlassian
- Sideline
- Textfree

Principal Designer, Director at Healthy Together
April 2020 — June 2022

In two hell-ish weeks, at the outset of the pandemic, I designed the iOS and Android end-to-end mobile app contact tracing solution for the State of Utah with our expert product team. Our app was approved and in the app store two weeks later. I'm happy to share that our app has over 200k reviews with 4.9 stars in the app store. Since then, I have been responsible for every facet of our design organization as we pivoted from consumer social to health-tech to enable the future of public health. My projects include updated thinking around our mobile app designs, product marketing, design operations, user experience, prototyping, and sales enablement. In essence, I'm most proud of how quickly everyone became experts in Public Health; this was fun.

Senior Staff Designer, Director at Twenty
August 2019 — April 2020

I led the successful merger of two design organizations via an acquisition from Spring 2019 to Fall 2019. The company merger required diligent focus and speed to combine our mobile apps, customer experience, design systems, culture, and design review process. Extreme organization, communication, and collective trust were vital to balancing strategic business decisions and individual contributor functions while merging organizations and joint products. In hindsight, we took on additional stressors when merging the two products and organizations because we chose to "build the plane while flying it."

After the merger, I focused on owning, managing, and coaching our product, marketing, and engineering teams toward solutions that helped bring people together by increasing moments of serendipity. At times I led as a craftsperson and as an org leader.

Staff Designer, Creative Director at Mappen
August 2017 — August 2019

I drove the introduction, influence, and scale of our internal design operations while ensuring that we matured the design capabilities of our broader product team.

At times I led from the front by designing as an IC for Mappen's product experiences which included our mobile apps, marketing, and various brand touch points. Responsible for taking ideas from conception to production while continuously improving design operations for the design, product, and engineering teams.

Sr. Designer, Web Platform at Atlassian
April 2015 — August 2017

I partnered creatively and strategically with key stakeholders to bring the Atlassian vision to life in bold, unexpected ways. The team I worked with includes; copywriters, data scientists, content marketers, brand designers, developers, PR, community managers, product managers, and program managers. With them, we built a design-led organization and culture to build simple, effective, and profitable marketing solutions; at scale. An example I'm most proud of is leading the creation of our web design platform systems.

UI / UX Product Designer at Pinger
January 2013 — March 2015

I led the entire product design life cycle for our mobile user experiences, interface designs, animation designs, visual designs, interactive prototypes, typography, and screen layouts for iOS, Android, Windows Phone, Desktop, Web, and other Interactive Media.

Notable apps I led include — Pinger, TextFree, Pop Messenger, Sideline, GIF Chat, and JukeVox.

Additional history available upon request