

EVELENE MONTAÑO

Conversion Optimization Specialist

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🌐 [Portfolio](#)

🌐 [LinkedIn](#)

SKILLS

- Conversion Rate Optimization (CRO)
- A/B Test Ideation
- Behavioral Data Analysis
- Survey Design
- Website Audits
- UX Research
- Landing Page Optimization
- Buyer Psychology

TOOLS

- GA4
- Microsoft Clarity
- Intelligems
- Triple Whale
- Klaviyo
- Shopify
- Figma
- Slack
- Wordpress

EDUCATION

California State University, Chico 2021

B.A. Psychology, Minor in Business Marketing

LANGUAGES

English	Native
Spanish	C1
Korean	A1

EXPERIENCE

CRO Strategist

Remote · Marketing Agency · 2026

Elevate Digital

- Analyze website data, heatmaps, and user recordings to uncover conversion blockers and gaps in the customer journey.
- Review surveys and customer feedback to understand user pain points, motivations, and purchase behavior.
- Turn findings into test hypotheses and recommendations for improving copy, content, UX, and conversions.

Independent CRO Projects

Austin, TX · Startups & Non-profits · 2025

Freelance

- Audited websites to uncover conversion blockers and gaps in the user journey.
- Recommended ways to improve copy, content, design, and usability.
- Created redesigns and test hypotheses to show how the ideas could be validated.

Career Break: International Travel

Australia 2023

Used this time for travel, reflection, and career exploration, which led me to CRO, where my passion for psychology, UX, and strategic thinking come together.

UX Designer & Researcher

Portland, OR · Fintech Software · 2022

Wildfire Systems Inc.

- Led user interviews and created personas and journey maps to uncover client needs and product gaps.
- Redesigned CRM workflows to make key sales metrics easier to find and understand.
- Worked with product, engineering, and UI teams to improve fintech integrations and the overall user experience.

Junior UX/UI Designer

Remote · Mobile Apps & SaaS · 2021

The Moment Studio

- Designed mobile app and SaaS interfaces to make key actions clear and easy to complete.
- Supported usability testing, agile sprints, and stakeholder reviews.
- Turned user feedback into practical design improvements under tight deadlines..