

# EVELENE MONTAÑO

## Conversion Optimization Specialist

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📍 Austin, TX

LinkedIn

### EDUCATION

#### CXL Institute (In Progress)

Psychology of Persuasion & Conversion Optimization

#### UC Berkeley Extension 2022

UX Design & Research

#### California State University, Chico 2021

B.A. Psychology, Minor in Business Marketing

### SKILLS

- Conversion Rate Optimization (CRO)
- UX/UI Design
- UX Research
- A/B Testing
- Landing Page Optimization
- Google Analytics 4
- Figma
- Branding
- Graphic Design
- Website Management

### CERTIFICATIONS

#### A/B Testing Fundamentals Dec 2025

CXL Institute

#### Landing Page Optimization Jul 2025

CXL Institute

#### Digital Psychology & Behavioral Design May 2025

CXL Institute

#### Human Computer Interaction 2021

Interaction Design Foundation



### SUMMARY

I use psychology and design to make websites more persuasive and effective. After traveling and refocusing, I realized I'm most excited about what drives people to take action online. I'm completing CXL Institute's Conversion Optimization program and have led CRO consulting projects involving audits, redesigns, and experiments that help brands grow.



### RELEVANT EXPERIENCE

#### CRO Design Consultant

Austin, TX · Startups & Nonprofits · 2025

Freelance

- Perform heuristic audits of websites and landing pages to identify UX friction, cognitive load, and conversion barriers.
- Redesign user flows and interfaces in Figma, applying persuasive design, visual hierarchy, and trust-based UX principles.
- Create case studies showcasing before/after design impact and hypothesized conversion lift through data-backed reasoning.

#### Career Break - Travel

Australia 2023

This experience helped me reconnect with my creativity and realize I'm more passionate about applying psychology to improve user experiences and conversions than building software itself. I returned with renewed direction and purpose in my CRO career.

#### UX Designer & Researcher

Portland, OR · Fintech Software · 2022

Wildfire Systems Inc

- Improved commission/sales trend tracking through a redesigned CRM interface, boosting usability and clarity for fintech clients.
- Delivered executive-level product recommendations by leading user interviews, building personas, and mapping journeys.
- Strengthened partner integrations (e.g., Acorns) by aligning product, engineering, and UI teams on design priorities.

#### Junior UX/UI Designer

Remote · Mobile Apps & SaaS · 2021

The Moment Studio

- Built intuitive app-based products with UX, product, and engineering teams, optimizing user flows, wireframes, and usability.
- Advanced user-centered design in agile sprints, iterative tests, and stakeholder reviews.
- Converted research into functional, high-impact interfaces under tight deadlines and fast-paced conditions.