

EVELENE MONTAÑO

Conversion Optimization Specialist

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📍 Austin, TX

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SKILLS

- Conversion Rate Optimization (CRO)
- Behavioral Psychology
- UX Strategy
- User Flow Analysis
- Website Audits
- UX Research
- Landing Page Optimization
- Buyer Psychology

TOOLS

- Figma
- Canva
- Microsoft Clarity
- GA4
- Hotjar
- Funnel Kit
- WordPress
- Wix
- Slack

EDUCATION

California State University, Chico 2021

B.A. Psychology, Minor in Business Marketing

LANGUAGES

English Native
Spanish C1
Korean A1

EXPERIENCE

- **Junior CRO Strategist** *Remote · Marketing Agency · 2026*
Elevate Digital
 - Conduct website audits to identify conversion opportunities and UX friction
 - Advise on layout, structure, and messaging to support clearer user journeys and higher conversion rates
 - Collaborate on website redesigns with a focus on conversion and usability
- **CRO Portfolio Projects** *Austin, TX · Startups & Non-profits · 2025*
Self-Directed
 - Built case studies connecting user pain points, design improvements, and expected conversion impact.
 - Redesigned user flows and interfaces in Figma using UX and behavioral principles
- **Career Break: International Travel** *Australia 2023*
Used this chapter for travel, reflection and honest career exploration, which helped me discover CRO as the place where my passion for psychology, skills in UX and strategic thinking could all come together.
- **UX Designer & Researcher** *Portland, OR · Fintech Software · 2022*
Wildfire Systems Inc.
 - Led user interviews, personas, and journey mapping to uncover client needs and product gaps.
 - Redesigned CRM workflows for clearer access to key sales metrics.
 - Collaborated across product, engineering, and UI to improve fintech integrations.
- **Junior UX/UI Designer** *Remote · Mobile Apps & SaaS · 2021*
The Moment Studio
 - Designed app and SaaS interfaces focused on flow, usability, and clarity.
 - Supported agile sprints, usability testing, and stakeholder reviews.
 - Turned research insights into interface updates under tight timelines.