

EVELENE MONTAÑO

Conversion Optimization Specialist

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📍 Austin, TX

🌐 [/evelenem](#)

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.