

CARLOS MONTOKA BRAND

Product Design Lead | carlosbrand.design

DETAILS

Based In
Medellin - Colombia

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LINKS

Portfolio
carlosbrand.design

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LANGUAGES

Spanish

English

SKILLS

PROFILE

I am a hands-on Experience Design Lead with a foundation in advertising and over a decade of experience building digital products. Since 2012, I have evolved from startup environments to leading high-fidelity execution for global brands like DreamWorks, Salesforce, and the LA Clippers.

Currently at Publicis Sapient, I lead by doing—combining high-level UX strategy with rigorous attention to UI craft. I believe the best design solutions live at the intersection of user needs, business goals, and technical feasibility.

EMPLOYMENT HISTORY

Experience Design Lead, Publicis Sapient
Nov 2023— Present

-From Mar 2025 to Present
Latam Experience design craft lead and design mentor.

-From Mar 2025 to Present
Leading and executing the D2C e-commerce experience for a global car battery supplier. I am responsible for the end-to-end design process, from high-level journey mapping to high-fidelity UI.

-From Dec 2024 to Mar 2025
Led the hands-on creation of the WEX Conversational Guidelines (Figma library). I defined the component architecture and documentation that served as the blueprint for the broader design system.

UI Design

Design Methodologies

UX Strategy

Data Visualization

AI Literacy

-From Jun 2024 to Dec 2024

Embedded with Verizon conversational team to solve complex logic flows. I redesigned multiple high-traffic use cases to improve agent accuracy and user satisfaction.

-From Nov 2023 to Jun 2024

Led a design team focused on improving the perks adoption on mobile plans for Verizon. This project created a high impact and vision for future updates.

Senior Product Designer, Globant

Oct 2018 — Nov 2023

-From Sep 2022 to Nov 2023

Art Director & UI Lead for the LA Clippers mobile redesign. We incorporated modern urban aesthetics transforming a utility app into a cultural touchstone for the fandom.

-From Apr 2019 to Sep 2022

As a UX designer I helped Great Minds transform their renowned K-12 curricula into a digital tool ecosystem. pivoting through complex roadmap changes and external global shifts.

-From Sep 2018 to Apr 2019

Designed a complete icon set and visual guidelines for Dreamworks. This project was really successful in opening doors for future opportunities for Globant.

UI/UX Designer, WonupShop

Sep 2012 — Sep 2018

As the sole Designer, I defined the brand identity and executed the end-to-end responsive web experience. I collaborated directly with stakeholders and developers to iterate on features, successfully pivoting the product to meet the competitive demands of the e-commerce market.

EDUCATION & CERTIFICATIONS

Gen Ai & Ai Agent Organizational Strategy for Leaders, Vanderbilt University

Jan 2025 - Ongoing

Designing Ai Experiences, NN Group

Jul 2025 — Jul 2025

UX Strategy Certification, O'Reilly

Feb 2024 — Apr 2024

Lean UX, O'Reilly

Apr 2024 — Jun 2024

Information Visualization: Getting Dashboards Right, Interaction Design Foundation

May 2018 — Jul 2020

UI design patterns for successful software, Interaction Design Foundation

Aug 2019 — Oct 2019

The practical guide to usability, Interaction Design Foundation

Jul 2019 — Aug 2019

Gestalt Psychology and Web Design: The Ultimate Guide, Interaction Design Foundation

Nov 2018 — Dec 2018

REFERENCES

William Ameni

WonupShop CEO, william@wonupshop.com

Mario Mora

Globant Senior UX Designer, mario.mora@globant.com