

Valentina Montagna

Senior Product Designer, Growth and Consumer Products

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Summary

I am a Senior Product Designer with 14 years of experience designing digital products, with an additional ten years in type and graphic design. I stand out because I tailor my project approach and design process to fit each situation. I work closely with product and engineering teams to balance effort and impact, always keeping both user needs and business goals in mind. At the start of every project, I make sure everyone is clear on what success looks like. I rely on data, experiments, and user research to guide my choices and set a clear direction. I seek early and frequent feedback to validate hypotheses, not just to get approval. I iteratively refine and test my designs to remove anything unnecessary, creating simple, focused user experiences. I choose tools based on the situation, the goal, and the audience: sketches, wireframes, or AI prototypes help me share early ideas and build consensus, while saving detailed visual design and polished animations for the final specs.

Skills

Design: UX & product strategy · Growth design · Design systems · Interaction design & Information architecture · Responsive design · Mobile (iOS, Android) · OTT and CTV · Prototyping · Typography · Accessibility (WCAG)

Research and experimentation: Defining what to measure before design starts · A/B test design and experiment roadmapping · Lean validation through testing & research · Moderated and unmoderated usability testing · Guerrilla testing · Funnel analysis · Activation, retention, conversion optimization

Tools and build: Figma · Adobe Creative Suite · HTML and CSS · Terminal and GitHub · AI coding agents and agentic workflows (Claude Code) · Eleventy

Practice: Mentoring junior designers and non-designers · Designing for multi-locale, multi-language products.

Experience

Senior Product Designer, Growth · [Freelance Consultant](#)

December 2025 – Present · Berkeley, CA

Independent practice combining client engagements with self-directed product work: designing and building small web products end-to-end in HTML, CSS, and Eleventy, using AI coding agents as part of the workflow.

Rockin'1000 (February – May 2026), a 0→1 live music events startup that brings 1,000 amateur musicians together to play stadium shows. Two-designer engagement: I owned product design and the design library.

- Redesigned the mobile onboarding to reduce early churn: conducted a full UX teardown, redesigned the full flow and the design library behind it, building the UI styles and components from their new brand guidelines, missing from their legacy app. Defined the activation strategy's metrics, suggesting what and how to track.
- Designed and ran a two-day in-product survey to find out why users were abandoning signup before submitting their audition video, at a point when we had no way to recruit interviewees. Scoped the redesign off the answers instead of the hypothesis.
- Co-authored the product roadmap: assessed opportunities and accumulated UX and product debt, then delivered a prioritized initiative list across acquisition, activation, retention, and technical debt, each with a recommended test approach, plus an audit of the metrics they had against the ones they needed.

Career Break • [Family caregiving](#)

August 2024 – November 2025

Continued design practice through volunteer work with Bay Area Alternative Press.

Senior Product Designer, Discovery and Ads • [Tubi](#)

December 2022 – July 2024 • San Francisco, CA (remote)

- Launched Tubi's first pause ad format for OTT, opening a new brand-partnership revenue stream and a new surface for Original content promotion. \$300K in first-year revenue.
- Sequenced a roadmap of mobile UX experiments for new user acquisition, structured so each test could ship and be measured independently while holding a single long-term vision for the overall experience.
- Led the content design framework behind Tubi's carousel grouping logic, partnering with UX Research to turn audience behavioral signals into container rules. Opened the first working channel between Design and ML, giving the new user acquisition strategy a shared foundation.

Senior Product Designer, Growth • [MasterClass](#)

March 2022 – October 2022 • San Francisco, CA (remote)

- Replaced a backlog of one-off onboarding experiments with a modular redesign strategy, delivered in two weeks to unblock a Growth team at capacity. Gave mobile a long-term onboarding vision plus a reusable framework of narrative units to test against.
- Opened a new SEO acquisition channel by designing the Instructor Pages layout, then templated it to scale across thousands of MasterClass Articles with minimal design overhead.

Product Designer, Acquisition and SEO • [Scribd](#) and [Everand](#)

September 2020 – January 2022 • San Francisco, CA (remote)

- Drove a 15% increase in embed signups by identifying the opportunity, building the data-backed business case, and leading the Documents embed redesign end to end.
- Designed the dynamic templating system behind Scribd's Books Category pages, adaptable across hundreds of pages varying widely in content type, volume, language, and curation level, and structured to support the company's strategy of separating its document and book subscription products.
- First designer to extend Scribd's Web Design System with responsive patterns, workshopped directly with engineering and adopted product-wide. Still in production.

Product Designer, Growth • [Evernote](#)

October 2019 – August 2020 • Redwood City, CA (remote)

- Owned onboarding personalization across Web and mobile, delivering a 17% freemium activation lift on Web, then extending the win with a Premium free-trial variant, and the mobile redesign on Evernote's highest-traffic acquisition surface.
- Owned design across acquisition and monetization experiments, including a Pricing and Plans redesign, a guest-mode onboarding flow built for the constraints of a no-signup experience, and growth pattern components added to the Design System.
- Mapped the mobile app's entire paywall and monetization touchpoint system, surfacing inconsistencies and missed revenue opportunities the team could act on.

Lead Product Designer, Payments and Consumer • [Bandcamp](#)

June 2015 – August 2019 • Berlin, Germany and Oakland, CA (remote)

As the second design hire at a 30-person company, I owned the end-to-end checkout experience for four and a half years, with no off-the-shelf payment infrastructure to build on: fraud prevention, multiple currencies, split payments, and the introduction of credit card payments.

- Redesigned the web checkout flow, achieving a nearly 90% success rate. The system has since processed over a billion transactions and remains live, unchanged.
- Drove a 70% increase in mobile app installs by redesigning the post-checkout experience across 150 use cases and introducing a contextual nudge prompting digital buyers to install the app.
- Designed Bandcamp's gift card system from scratch: full UX across purchasing, redeeming, and spending credit in multiple locales and currencies. Also still live and unchanged.

Lead Product Designer and Co-founder • [Urlist](#)

2011 – 2015 • Berlin, Germany

Co-founder and sole designer of a seed-funded startup of six people. Helped win the seed round working directly with VCs, then owned UX and UI, brand and visual identity, illustration, and frontend across every product we launched. Taught myself HTML and CSS on the job and shipped the full frontend of two products.

Senior Graphic Designer, Type Designer and Illustrator

2004 – 2012 • Milan, Italy

Editorial design and illustration, with type design production support, across studios and companies including Fabrica (Benetton), Studio Paola, Studio Molotro (Luciano Perondi), and Edizioni ZERO.

Education

MA Book Design, Department of Typography, University of Reading, UK (2010)

Typographer Certification, CFP Bauer, Milan, Italy (2009)

MS Graphic and Communication Design, Politecnico di Milano, Italy (2007)

BS Industrial Product Design, Politecnico di Milano, Italy (2004)

Nielsen Norman Group UX coursework: DesignOps – Designing Influence – UX and Analytics – UX and ROI – The Human Mind and Usability.

Volunteering

Design Coordinator and Educator • [BAAP Bay Area Alternative Press](#) (2024-2025)

Cover and print design for BAAP's magazine *The Printing Times* and Bay Area activist organizations. Taught InDesign and print fundamentals to non-designers of all ages.

UX/UI Designer • [Chayn](#) (2020-2022)

Sole designer on free, open digital tools for healing from domestic abuse, working with founder Hera Hussain. Accessibility and trauma-informed design. Mentored the team in Figma so they could design independently.