

JORGE MONTOYA JR.



WORK EXPERIENCE

SENIOR DESIGN MANAGER | 2018-Present *National Interscholastic Cycling Association (NICA)*

- Designed Landing Page and homepage graphic for 2020 "Be a Roll Model" Campaign.
- Worked with vendor to set up Google Tag Manager to track Campaign metrics and KPI's.
- Created extensive Landing Page for 2019 Annual Report.
- Designed layout for NICA Brand Book.
- Create and design graphics for print and web collateral for NICA site and social media.
- Support 31 NICA leagues; maintain and manage various league websites and provide web and graphic design support for marketing and racing efforts.
- Website administrator for the national and league websites.
- Manage contract designer who developed custom alphabet and created 27 ads for Campaign.

TECH AND MEDIA MANAGER | 2013-2018 *NICA*

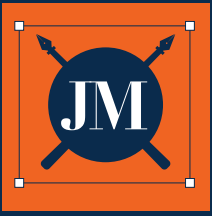
- Rebranded NICA website with mobile-friendly Wordpress template.
- Created web and print collateral for NICA and the leagues; developed a few league logos.
- Developed brand identity and logos for several National Conferences.
- Maintained and created Wordpress websites for several leagues and troubleshoot various IT issues.
- Participated in Rules committee as NICA staff liaison to the leagues.
- Edited and updated various iterations of coaching and On-the-Bike Manuals.

PRODUCT MANAGER | 2011-2013 *GetMyBoat*

- Provided support on product requirements.
- Quality Assurance testing, defect logging and User Acceptance Testing.
- Setup and administrated Google Email suite, filed and maintained operational documentation, set up payment gateway, processor and ACH payments.
- Set up social sites and wrote social media strategy documentation.
- Worked with offshore team in India to resolve defects and introduce new features on website.

ECOMMERCE PROD. MGMT. COORDINATOR | 2010-2011 *Esurance*

- Coordinated monthly User Acceptance testing for marketing teams, and worked as liaison between marketing and IT.
- Tested new web products and logged defects.
- Conducted quarterly failover testing.
- Wrote business requirements documents, created site mockups and logged change requests.
- Participated in Joint Application Development sessions.



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WORK EXPERIENCE CONTINUED

ASSOCIATE PRODUCER | 2007-2010 *Esurance*

- Tested website for defects and worked with IT team to resolve.
- Created site mockups, coded landing pages for various campaigns and promotions.
- Provided analysis and support on campaign metrics for landing pages and banner ads.
- Created reports for various marketing teams and participated in monthly user acceptance testing.

SKILLS

PhotoShop CC | Illustrator CC | InDesign CC | Procreate | WordPress | HTML | CSS | UX | Google Analytics | Google Apps Administration | Web Host Administration | Sketch

Working Knowledge:

JQuery | JavaScript | PHP

EDUCATION

SAN JOSE STATE UNIVERSITY, 2007

B.S BUSINESS ADMINISTRATION,
MANAGEMENT INFORMATION SYSTEMS

GONZAGA UNIVERSITY, 2011

M.A. ORGANIZATIONAL LEADERSHIP

UC BERKELEY EXTENSION, 2013

GRAPHIC DESIGN CERTIFICATE

GENERAL ASSEMBLY, 2016

USER EXPERIENCE COURSE