

ISA MONTES DIAZ

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montesdiazdesign.com

Senior Designer & Strategist

Strategic by nature and visual by instinct. I am a multimedia-design leader with 10+ years of experience specializing in transforming complex business problems into elegant, compliant systems. My creative process focuses on collaboration and user empathy to drive experiences that work for everyone.

Experience

Senior Designer – Collective Next LLC

Boston, MA | 2024 – Present

- Designed and built an evergreen marketing site for the Akamai Foundation end-to-end, replacing an annual rebuild workflow with a scalable WordPress architecture supporting 187 partner organizations across 12 countries.
- Architected a single data-driven WordPress template for Red Hat's Executive Exchange, delivering 300+ personalized executive microsites and tripling program reach with zero duplication.
- Facilitated and designed a fully illustrated board game experience for 180 executives, replacing a passive presentation format with an interactive behavior-change tool.

Designer – Collective Next LLC

Boston, MA | 2021 – 2024

- Partnered directly with 30+ clients across financial, biotech, healthcare, pharmaceutical, academic, and entertainment industries to deliver multimedia design solutions aligned with brand and audience.
- Led end-to-end e-learning redesign for Fidelity's Center for Family Engagement, increasing module completion and learner engagement by 47% through interactive quizzes, branching pathways, and video components.

Creative Services Designer – Brown Brothers Harriman

Boston, MA | 2019 – 2020

- Led data visualization for annual Global ETF Investor Survey; a global research report featured on Bloomberg and distributed across US, European, and Greater China markets.
- Owned technical implementation of WCAG accessibility standards for global financial products, ensuring inclusive design for diverse international audiences.
- Collaborated with a 10-person in-house creative team to develop content strategy and communications for firm-wide initiatives.

Freelance Designer

Remote | 2016 – Present

- Design brand and print collateral for nonprofit, arts, and healthcare clients including MACDC, Bay Players Theatre, Norwell Arts, and Commonwealth Health EMS, delivering logos, programs, posters, social media assets, stationery, and apparel.

Education

Northeastern University

Bachelor of Science,
Business Administration and Design

Concentrations:

Marketing and Graphic/Information Design

Google UX Design Professional Certificate

Completed an immersive certificate course in UI/UX design, mastering skills such as crafting user mindsets, journey-mapping, wireframing, and developing both low and high-fidelity prototypes, while also conducting UX research to test and refine digital (web & mobile) designs.

Skills

Technical Systems & Architecture

TOOLS: Figma (Advanced Prototyping, Variables/Logic), Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects), WordPress (Elementor), Generative AI and LLMs (ChatGPT, Replit.AI, Gemini)

DEVELOPMENT: Basic HTML/CSS, JavaScript (p5.js), UI Development, Responsive Web Design

Strategy and Leadership

CORE PRACTICES: Design Systems Architecture, User Research & Psychology, Accessibility (WCAG), Stakeholder Facilitation, Agile Workflows (Jira)

ADVOCACY: DEI Strategic Planning, DEI Council Leadership (Collective Next 2023 – 2024)

Interests

Conversational Spanish, Reading, Music, Psychology, LGBTQIA+ / Racial Advocacy