

# Jonathan Munoz

NCSF-CPT, USATF1, USSF “E” & “F”, PN1

[Jonathan Munoz Designs](#)

[LinkedIn](#)

[Behance](#)

[j.munoz.designs@gmail.com](mailto:j.munoz.designs@gmail.com)

[abumunoz@gmail.com](mailto:abumunoz@gmail.com)

## EXPERIENCE - DESIGN

### **FantasyLife, Product Designer (Freelance)**

November 2024

Redesigned UX/UI workflows and interactions for the three feature Fantasy Football tools and pages with heaviest user traffic to increase user interaction numbers and retention across FantasyLife mobile and web platforms  
Optimized existing Rankings and Start/Sit information by converting data tables and metrics representation into visuals up-to-date with UI sport and gaming trends.  
Redesigned Draft Champion Settings page and Draft Champion draft room page leveraging the large amount of data available to provide user most relevant information and link to active player profile pages or further relevant information gathered from several links in Fantasy hub.

### **PFF, Product Designer (Freelance)**

August 2023 - August 2024

Collaborated with the marketing team to produce high-quality product assets and graphics for email campaigns, ad placement, and social engagement resulting in increased user interaction and improved response to feature announcements.  
Collaborated with PM, DOP, and other designer on designing and developing multiple new features and optimizing existing high traffic tools by integrating an iterative design that relied on wireframes, mockups, data collected from A/B testing, user interviews, click-through rates, user engagement, and subscription metrics, as well as stakeholders and PM's feedback.  
Worked with product and engineering teams to enhance new subscriber conversion rates through MVP UX/UI improvements, paywall experience based on collected user interaction data across all platforms.

### **SMRT, Founding Product Designer (Freelance)**

September 2022 - August 2023

Defined typography, new logo, color schemes, and visual language, creating a cohesive and recognizable brand identity that appealed to target demographics within healthcare, fitness, and wellness sectors.  
Designed onboarding wireframes, workflows, automation, and prototypes to ensure seamless user experience across mobile and web platforms.  
Lead surveys, user interviews, and usability testing that informed key product MVP features, architecture, and application utilization goals.  
Developed diagrams, user personas, journeys, flows, and condensed design system positioning SMRT for early startup phase and 2nd Round of funding opportunities.

### **Klerk, Product Designer (Freelance)**

December 2022 - April 2023

Designed and prototyped client-facing dashboards to improve navigation and booking user experience, focusing on prioritizing user insights, marketing tools, and analytics.  
Created comprehensive user flows to maximize engagement, reduce friction points, and streamline booking processes on B2C.  
Optimized Klerk users entry points to internal data and visualization of large databases to improve in-house sales and marketing performance.  
Developed and tested mobile and desktop interfaces to refine features, ensuring consistency and alignment with user expectations.

### **Jonathan Munoz Performance, Marketing and Content Designer**

January 2020 - October 2022

Filmed, edited, and managed video exercise library based on user insights and user interviews feedback.  
Collaborated with consultant to develop a marketing strategy based on user engagement analytics.  
Created targeted marketing content ads, product assets for email, web, and social media.  
Managed social media presence and growth.  
Produced and distributed a bi-weekly newsletter.

### **The Brooklyn Studio, Digital Designer (Freelance)**

October 2017 - November 2019

Created visually impactful product assets using Adobe Creative Suite, translating client ideas into compelling design concepts for presentations, marketing campaigns, and brand materials.  
Partnered with in-house engineers, design team, and marketing teams to ensure design solutions aligned with client requirements and brand messaging.  
Oversaw multiple clients' projects simultaneously, balancing quality with adherence to strict deadlines. Successfully delivered projects that led to positive client feedback and long-term business relationships.

## **CWB Architects, Project Lead Designer and Manager**

August 2015 - October 2017

Collaborated with engineers, contractors, and clients to deliver design solutions that effectively met both functional and aesthetic goals.

Created high-impact presentations and project decks for public hearings and meetings, effectively communicating design intentions to stakeholders.

Established project timelines, set clear metrics, and coordinated with cross-functional teams to ensure successful project execution.

## **KBJ Architects, Project Designer**

November 2014 - August 2015

Simultaneously led preliminary design through construction documents creation for multiple projects.

Integrated client and stakeholders design feedback into multiple design iterations to achieve functional and aesthetic alignment with client needs.

## **Kasper Architecture, Junior/Lead Designer**

September 2013 - November 2014

Created spatial experiences to enhance brand representation, incorporating client feedback for optimal user journey flow.

Engaged in brainstorming sessions to enhance project concepts, aligning design solutions with client branding and objectives.

## **EXPERIENCE - SPORTS AND PERFORMANCE**

### **MLS NEXT Pro, Match Observer (Freelance)**

March 2023 - Present

Monitored and enforced newly implemented match regulations, ensuring consistent compliance among coaches, players, and referees to align with MLS Next Pro standards and initiatives.

Conducted detailed match evaluations throughout the season, identifying talent and tracking individual, team and environment developmental progress.

Delivered structured feedback reports on match performance, addressing match insights, which were used by stakeholders to optimize program performance and strategies.

Participated in MLS Next Pro International Invitational, where I collaborated with teams from RSL, Hoffenheim, Colorado, and Crystal Palace, piloting an in-person match observation initiative.

### **Jonathan Muñoz Performance, Owner and Performance Coach**

January 2020 - Present

Developed delivered a cohesive plan for improving performance and health for 30 clients, managing their sport specific or lifestyle goals, physical limitations, and previous injuries.

Managed daily and monthly collection of data performance metrics to make informed decisions on daily and weekly training structure.

Increased maximum strength for 90% of clients by an average of 25lbs.

Successfully returned (6) clients to performing in Broadway and Regional theater and (1) client achieved their debut.

Produced and managed exercise library, marketing content and social presence.

Produced and distributed a bi-weekly newsletter.

Managed one-on-one, virtual, and online platform coaching sessions, and collected clients performance data reports, improvements in performance metrics, resilience, and satisfaction.

### **Equinox, Fitness Coach**

October 2017 - January 2020

Developed and implemented individualized S&C programs for 15+ clients simultaneously.

Utilized athlete questionnaires to establish program guidelines and progressions incorporating strength, mobility, and endurance exercises.

Performed weekly data collection and data entry for wellness and performance metrics.

Performed monthly performance assessments for data collection and programming development.

Provided nutrition guidance, sleep optimization strategies, and recovery techniques, improving overall performance and recovery time among General Population clients and former athletes.

Improved marathon time for athletes competing by an average time of 9 minutes.

Placed among the top 3 performing trainers MoM

Mentored new incoming coaches on a one-on-one basis.

Introduced new coaches to FMS assessment and program application, movement screen assessments, sales, client programming and programming progressions.

### **Florida Elite (formerly JYSC), Head Coach and Scout**

February 2014 - August 2015

Scouted talent from grassroots leagues (U6-U10), creating a clear progression pathway to academies and elite teams within JYSC.

Aided in coordinating and running grassroots technical development, scouting, technical training sessions, and outreach for the girls academy side.

Managed skill sessions and long term programming, focusing on player development, tactical understanding, and technical skills, contributing to JYSC's reputation as a competitive youth soccer academy.

## **Florida Elite Super-Y, U12 Girls Coach**

April 2015 - August 2015

Coached in partnership with the Director of Coaching to develop Super-Y players, providing skill sessions and performance sessions. Worked with coaching staff in the identification and selection of top 20 players in Jacksonville and surrounding areas for the Super-Y team.

## **Eastside High School, Girls Soccer Program Dir. and Head Coach**

August 2012 - February 2013

Directly supervised 30 athletes in all aspects of training, education, and competition, promoting physical development, injury prevention, and recovery.

Led 8 players without prior soccer experience to All Area Soccer Team (4) 1st Team and (4) to the 2nd team.

Developed striker to become the player with most goals scored in All Area. Improved individual season performance from 15 goals and 4 assists in 2011-2012 to 29 goals and 7 assists in 2012 - 2013 via player monitoring, physical performance development, speed development, technical development and data collection.

Earned Class 3A District Title, managing a roster with 10 underclassmen and 1 D2 committed player.

Planned the technical and fitness sessions from August 2012 to end of employment.

## **Leg A-Z, Head Coach**

February 2009 - May 2013

Assisted in directing summer camps for ages 6-18, focusing on technical skill improvement, motor skill development, speed and reaction, and player assessment for further development.

Attended high school games, tournaments, and summer camps to identify rising prospect players and assist in academy player recruitment.

Aided in successfully committing (4) players to NCAA Division II, and III programs, supporting college preparation and ODP trials.

Successfully placed 2 players in State ODP teams.

Developed all sessions programming, long-term player development, technical education, and performance sessions for the team where I remained head coach from U13 through U19.

### **ADDITIONAL ROLES**

## **VFL Wolfsburg, Clinic Head Coach**

November 2014 - August 2015

Helped run a Chattanooga FC and VFL Wolfsburg soccer clinic focused on grassroots player development -- technical and tactical development -- and coaching education through the implementation of VFL Wolfsburg player development curriculum.

Collaborated with VFL Wolfsburg staff on developing youth clinic soccer activities for ages of 6-15 and defining clinic goals.

Worked closely with VFL Wolfsburg staff coaching each activity while remaining true to VFL Wolfsburg player development pedagogy.

## **Project Happy, Volunteer Head Coach**

September 2013 - November 2014

As one of the head coaches in the program, I oversaw the weekly and monthly programming, determined sessions progressions relevant to the different age groups, and I was one of three coaches in charge of running training sessions, which focused on utilizing grass-roots and youth level soccer activities as a medium for kids with autism and disabilities to improve physical health, social skills, technical skills, and proprioception development.

## **University of Florida, Graduate Teaching Assistant**

August 2011 - May 2013

Developed the semester's design studio curriculum structure and progression based on University of Florida School of Design and Construction pedagogy emphasis and values, facilitated design critiques, and supported coursework for undergraduate students.

Assisted students with individual project planning, design execution, and ideation, guiding their process to refine their work through constructive feedback and iterative design.

### **BUILT PROJECTS**

## **Mission Nombre de Dios “Shrine of Our Lady of La Leche”, Lead Designer**

St. Augustine, FL

## **Assumption Catholic School, Lead Designer**

Jacksonville, FL

## **JM Family Support Services Office Building, Lead Designer**

Jacksonville, FL

## **Holy Family Catholic Church Parish and Rector Hall, Lead Designer**

Jacksonville, FL

## **4th District Courts of Appeals, Head Designer**

West Palm Beach, FL

## **BARK NYC Office, Lead Designer**

New York City, NY

## **The Cobble Hill House, Designer and Renderer**

Brooklyn, NY

### **CERTIFICATIONS**

#### **National Council of Strength & Conditioning - CPT**

#### **United States Soccer Federation "E"**

#### **United States Soccer Federation "F"**

#### **USATF1**

#### **CPR/AED**

#### **PN1**

### **LANGUAGES**

#### **Spanish, Native**

#### **English, Fluent**

#### **French, Intermediate Conversational**

### **EDUCATION**

#### **University of Florida, Masters of Architecture**

August 2011 - May 2013

Earned the Alpha Rho Chi Award for thesis project

Designed curriculum for 1st year design studio. Assisted 1st year students with individual design project planning, design execution, and ideation, guiding their process to refine their work through constructive feedback and iterative design.

#### **University of Florida, Bachelors of Design**

August 2007 - May 2011

Assisted 2nd year students with individual design projects, ideation, assembling, and Pin-up process.

