



Christian Montenegro

**Creativity,
Innovation &
Digital Strategy**

 achmontenegro@approstudio.com

 00 (502) 3020-4616



<https://www.linkedin.com/in/christianmontenegrocruz/>



www.approstudio.tech

Expert in AI, Digital Marketing, Branding, and Creativity

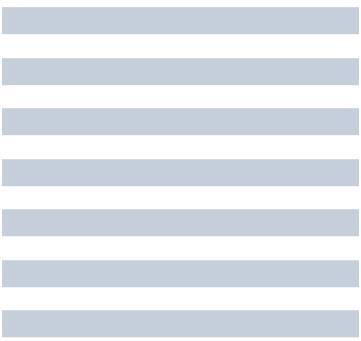
With **16 years of experience** as a university professor, Christian Montenegro has built a career in education, digital strategy, and creative entrepreneurship.

As the founder of **Appro**, a leading UX/UI and branding studio, he helps brands thrive in the digital era by merging technology with emotional intelligence, proving that true impact comes from connecting with people—not just algorithms.

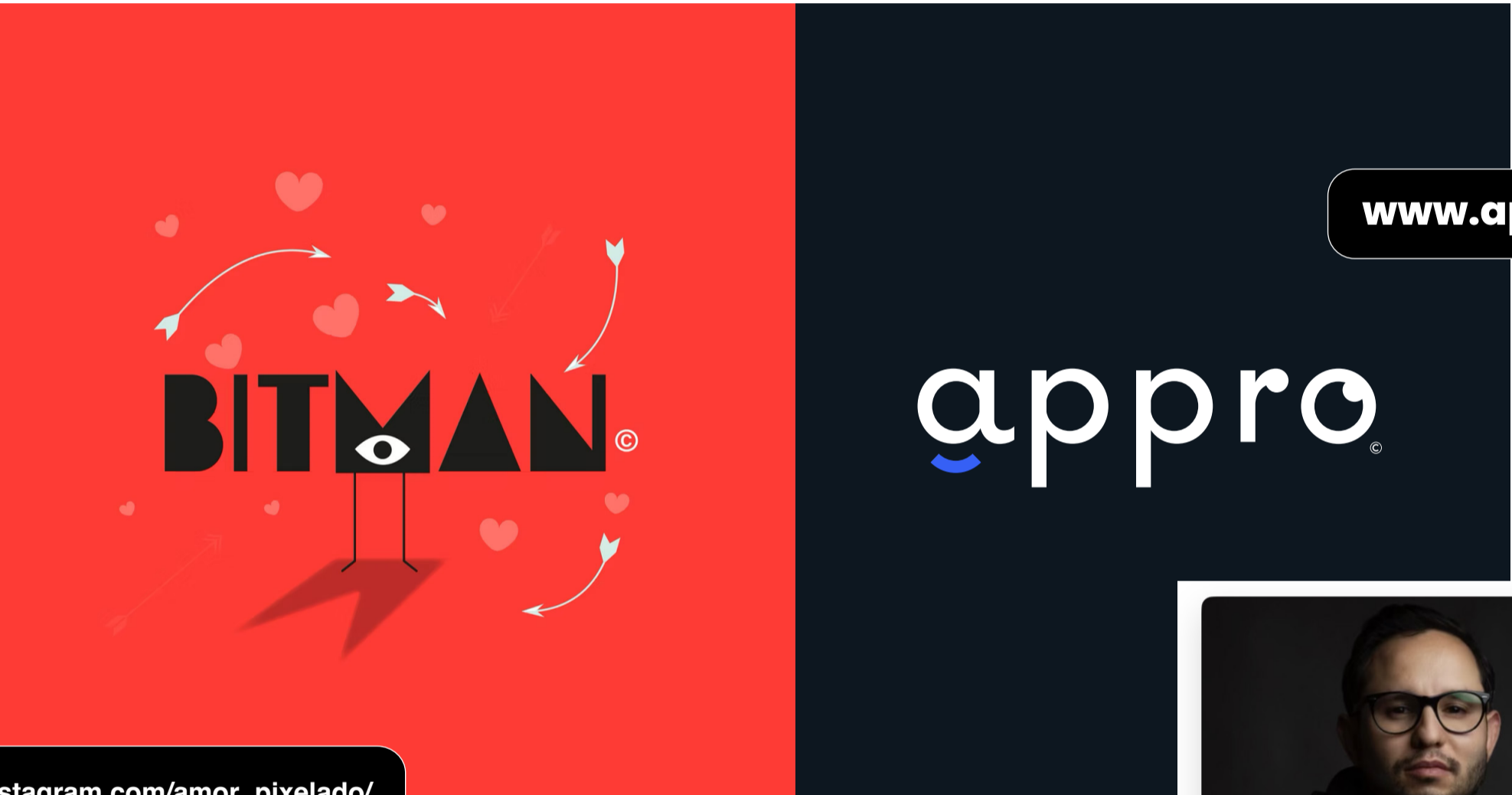
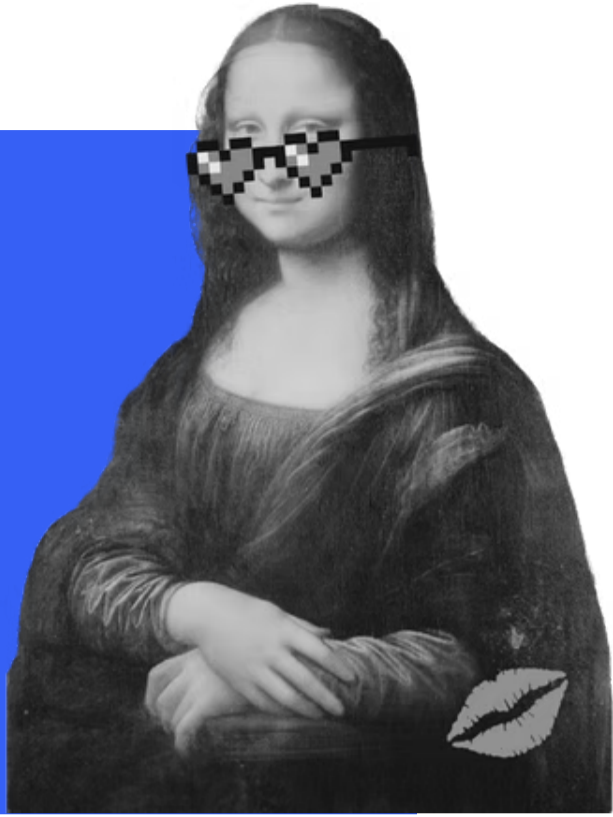


Keynote Topics & Workshops

- **AI & Digital Transformation – Leveraging AI while keeping a human touch.**
- **Creativity in the Digital Age – How to stand out in a saturated world.**
- **Digital Marketing & Personal Branding – Building a powerful and authentic brand.**
- **Storytelling & Engagement – The key to creating real and lasting connections.**
- **UX/UI & Experience Design – Crafting digital experiences that convert.**



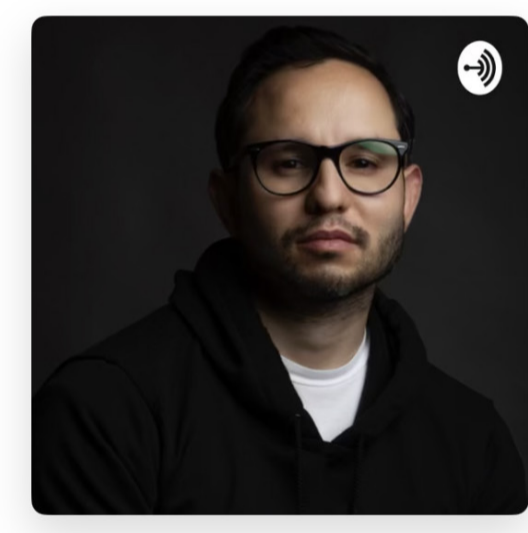
PERSONAL PROJECTS



www.approstudio.tech

<https://podcasts.apple.com/gt/podcast/amor-pixelado/id1486652972>

https://www.instagram.com/amor_pixelado/



Amor Pixelado
Christian Montenegro
DISEÑO

Te hablo de diseño, de lo que me apasiona y de paso... te vectorizo el corazón.

▶ Reanudar



https://www.instagram.com/honestee_co/



Events/ Collabs

VTEX Connect Latam

MÉXICO

Honored to have been invited by VTEX to attend VTEX Connect LATAM in Mexico City! It was an incredible experience filled with insights, innovation, and valuable connections in the digital commerce space.

FePi (International Festival Of Independent Advertisement)

ARGENTINA

I was part of the jury of the annual event held by FePi in Argentina. My task was to select the best ads made by advertising students from all Latin America. 2017

Cool Hunter

MÉXICO

I've participated as a copywriter in the Cool Hunter México project, where I wrote several quotes related to important topics for the society.

Design Camp Fest 2016

PERÚ

I was part of the Design Camp Fest 2016 held in Peru, where various creatives from the field of design and advertising met in a series of workshops and conferences.

Vértice Festival

Guatemala

At Vértice Festival, I delivered a keynote on strategic copywriting, storytelling, and how words can shape powerful brand identities.

PUBLISHED BOOKS

FUNDAMENTOS DEL DISEÑO GUATEMALA

Co-author

Cara Parens Publisher / 2015

AMOR PIXELADO MÉXICO

Author

Ediciones Urano / 2019

PUBLISHED MEDIA

CoolHunterMx

<https://coolhuntermx.com/amor-pixelado-detras-de-nuestras-frases/>

Relato

<https://www.relato.gt/relatos/conceptos-que-solo-los-millennials-entendemos-te-atreves/>

Orgullo Landivariano

<https://www.instagram.com/tv/CiQXvFsJpC6/?igsh=OHJ4a3R-ma2kzMGVr>

Digital Summit 2022

<https://principal.url.edu.gt/noticias/academico-docente-obtiene-pasantia-para-estancia-corta-formativa-internacional/>



PERSONAL REFERENCES

B.A. Sonia Wohlers

Etiqueta.es / Germany

Customer Account Manager

+34 932 71 64 00

B.A. Diana Montenegro

Grupo Karims / Guatemala

Marketing Manager

00 (502) 3020-6320

B.A. Edy Marroquín

Trans-Express / Guatemala

Manager

00 (502) 5086-7914

PROFESSIONAL REFERENCES

M.A. David Hernández

Universidad Rafael Landívar / Guatemala

Dean of the Faculty of Architecture and Design

00 (502) 2426-2626

B.A. Luis Ochoa

Life Gift Group / Guatemala - Miami FL.

Financial Manager

00 (502) 4040-3177

Engr. Estuardo Echeverría

APPRO / Guatemala

Manager

00 (502) 3361-2967



Nothing compares to great reviews!







Christian Montenegro 2025