

# Analyn Delos Santos

Undergrad Graduating May 2018 / User Experience / Product Designer

Portfolio: [analyndelossantos.com](http://analyndelossantos.com) • [analyn.bds@gmail.com](mailto:analyn.bds@gmail.com) • (808) 383-0742

## Education

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**University of Hawaii, West Oahu**, Kapolei, HI  
Bachelor of Applied Science  
Major: Creative Media, Concentration: Interface Design  
Jan 2017 – May 2018 (Expected)  
Cumulative GPA: 4.0 out of 4.0; Dean's List

- The Hoot Newspaper Layout Editor

**University of Pennsylvania**, Philadelphia, PA  
Major: Visual Studies  
Aug 2012 – May 2015

- The Daily Pennsylvanian Newspaper Creative Director, Penn Hawaii Club Luau Chair, Filipino Club

## Projects & Activities

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### CM 399: Directed Reading and Research (Independent Study)

- Designed a native mobile application for the First Lady of Hawaii that incorporated Augmented Reality into the user experience, built prototype in Xcode and launched beta version with TestFlight in December 2017

### CM 400C: Visual Design for Mobile Applications

- Designed a mobile app prototype to help people find recipes that matched ingredients they already have at home

### Volunteer Consultant at The Cane Tassel Newspaper (May 2013 – Aug 2014)

- Led biannual training sessions for high school students on news design and InDesign tutorials

## Work Experience

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### Anthology Marketing Group, Honolulu, HI

Digital Production Assistant, Digital Team, *July 2017 – Present*

Digital Experience Design Intern, *May 2017 – July 2017*

- Contributed to UX research and visual design for DriveElectricHI.com website
- Designed monthly emails in HTML/CSS, static and interactive HTML5 ads for Hawaii's largest telecom organization

### Magnet Media, Inc., New York, NY

Design/Development Intern, Marketing, *Jun 2015 – Oct 2015*

- Assisted Senior Art Director with art direction for concepts and storyboards to present to Fortune 500 clients
- Redesigned branding of company's marketing deck to promote a new, vivid experience

### The Daily Pennsylvanian, Philadelphia, PA

Creative Director, Editorial, *Jan 2015 – May 2015*

- Oversaw 8 Design, Photo, and Video editors for nightly production of newspaper (print circulation 7,000)
- Managed three standalone projects, designed UX/UI of accompanying digital products and built them in Adobe Muse
- Implemented new system of designing the paper by introducing interchangeable layout templates

News Design Editor, *Jan 2014 – Dec 2014*

- Led redesign of newspaper to encourage bolder front page designs; pick-up rate increased by 5% average thereafter

### University of Pennsylvania Residential Services, Philadelphia, PA

Graphic Design Assistant, *May 2014 – May 2015*

- Designed products for marketing campaigns and created high-impact social media graphics

### Intern, Honolulu, HI

Inovi Group, *Jun 2013 – Jul 2013*

- Assisted project management team for Oceanit's 3rd Annual Design Thinking Hawaii Bootcamp

## Skills

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- User Personas and Journey Maps
- Layout, Wireframes, Prototyping (Sketch, XD, Invision)
- Photography, Video, Motion Graphics, Sound Design
- HTML/CSS