

Analyn Delos Santos

Upcoming grad specializing in User Experience Design.

I have a passion for telling stories visually and solving problems with intuitive, yet beautiful digital product design.

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Education

UNIVERSITY OF HAWAII AT WEST OAHU - KAPOLEI, HI

Jan 2017 - Expected May 2018

- BASc—Creative Media—Interface Design
- Cumulative GPA: 4.0 out of 4.0
- Transferred from Univ. of Pennsylvania (Aug 2012 - May 2015) due to family illnesses

Experience

ANTHOLOGY MARKETING GROUP - HONOLULU, HI

Digital Experience Design Assistant — May 2017 - Present

- Work with designers, developers and project managers to build and maintain cross-platform websites by assisting with research, UX, Visual Design, and copywriting
- Produce interactive digital ads and HTML/CSS responsive emails for B2B and B2C users; perform QA testing for 10+ email clients in native and web platforms
- Previously Digital Experience Design Intern (May 2017 - Dec 2017)

MAGNET MEDIA, INC. - NEW YORK, NY

Design/Development Intern — June 2015 - Oct 2015

- Redesigned marketing deck in Keynote with over 100 slides to allow Marketing Team to easily and quickly create consistent and personalized experiences for Fortune 500 clients
- Conducted research; overhauled visual language of layout, color, and textural patterns; and created new set of modern iconography

UNIVERSITY OF PENNSYLVANIA - PHILADELPHIA, PA

Graphic Design Assistant - Residential Services — May 2014 - May 2015

- Designed digital and print products for Penn's Move-In campaign, which targeted over 2,500 national and international students plus their families, to create a helpful and exciting experience for first-year students
- Deliverables for other campaigns included over 10 products with a 6,500+ reach
- Introduced infographic-style illustrations to better educate and appeal to a wider student audience

THE DAILY PENNSYLVANIAN - PHILADELPHIA, PA

Creative Director — Aug 2013 - May 2015

- Managed and designed UX/UI for 3 award-winning websites with 24,000+ audience
- Oversaw 8 Design, Photo, Video editors 4-5 days per week, 8 hours per day to produce print newspaper and publish content digitally
- Led redesign of print newspaper with a circulation of 8,000 to feature bolder, more modern front pages and appeal to a tech-centered audience; pick-up rate increased by an average of 5% thereafter
- Implemented a 6-layout template system that streamlined the designer nightly workflow, saving time and allocating extra resources
- Previously News Design Editor (Jan 2014 - Dec 2014) and Associate Design Editor (Aug 2013 - Dec 2013)

INOVI GROUP - HONOLULU, HI

Project Management Intern —June 2013 - July 2013

- Facilitated project management team for the 3rd Annual Statewide Design Thinking Bootcamp, a conference that educated students and educators across Hawaii about the Design Thinking process
- Assisted with pre-planning and setup to ensure the conference was run smoothly

Selected Projects

WASHINGTON PLACE IOS APP

- Designed a mobile app with the First Lady of Hawaii for the historic Washington Place and utilized Augmented Reality (AR) to build a new, interactive visitor-experience to increase tours and engage visitors with Hawaiian history

FLAVORED MOBILE APP - INVISION PROTOTYPE

- Designed a mobile app that helps at-home cooks save time and resources by allowing them to find recipes based on the ingredients they already have at home

DRIVEELECTRICHI.COM

- Assisted Experience Design team with UX research, Visual Design and UI Design to create a fun and informational website to educate Hawaii about electric vehicles

THE PENN TEN WEBSITE

- Designed award-winning website featuring student leaders with a 24,000+ reach

15 PLACES TO GO IN PHILADELPHIA

- Designed microsite of 15 landmarks across Philadelphia in an interactive photo gallery with Google Maps integration

Awards

ASSOCIATED COLLEGIATE PRESS (NATIONAL, 2015)

- 1st Place - Infographic of the Year
- 1st Place - Newspaper Page One Design of the Year
- 5th Place - Multimedia Feature of the Year (for Penn Ten Website)
- Honorable Mention - Photo Slideshow of the Year (for 15 Places To Go in Philadelphia)

THE DAILY PENNSYLVANIAN (2014)

- Editor of the Year

SCHOLASTIC GOLD CIRCLE AWARD - COLUMBIA SCHOLASTIC PRESS ASSOCIATION (NATIONAL, 2014)

- 3rd Place - Newspaper Page One Design
- 3rd Place - Portfolio of Work in Newspaper Page One Designs

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