

ATENEA SANTOS

PRODUCT DESIGNER

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EXPERIENCE

Product Designer · Stemdo	2024-Present
As the sole product designer in the company, I led the end-to-end development of a B2B platform, guiding it from concept to launch for clients across various industries. I actively engaged with C-level executives and top management to define product strategy and requirements, translating these insights into actionable specifications for the development team to ensure seamless execution. Additionally, I was responsible for creating and maintaining the design system, ensuring consistency and scalability across the platform.	
Product Designer · Freelance	2021- Present
I offer personalized consultancy services to small businesses and startups across various industries, providing strategic guidance and support. I design comprehensive digital products tailored to business objectives and effectively communicate specifications to the development team, ensuring seamless implementation and alignment with organizational goals.	
Lead Designer · TopVets	2021-2022
Led UX/UI design of B2B and B2C platforms, overseeing the entire product conceptualization process. Conducted in-depth research and user interviews to gather key insights, enabling the simultaneous design and delivery of both products. Collaborated closely with the development team to ensure strategic alignment with product objectives and business goals.	
Product Owner & Visual Designer · Gijón con Perro	2016-2018
I led the planning and execution of the brand and go-to-market strategy, collaborating closely with the development team to define the product concept and develop the MVP. I designed and implemented a successful launch strategy that positioned the app among the top 10 downloads in its category on the App Store. Additionally, I managed the creation of written and graphic content for social media, engaged directly with users, and conducted data collection and analysis to optimize performance and user experience.	
Co-founder & Digital Marketing · Softickets	2012-2014
Joining the founding team of a startup as my first professional experience was transformative. It shaped my perspective on product development and execution while enhancing my ability to communicate ideas and collaborate with diverse teams. I was responsible for establishing the brand identity, managing the company's digital marketing strategy, and overseeing social media platforms. Additionally, I handled user requests and concerns both online and in person, which deepened my empathy and refined my approach to customer care.	

CERTIFICATIONS

UX/UI Design Training · Brainnest	May 2023
Programming Course · Platzi	Oct 2022
Google UX Design Specialization · Google	Sep 2022

TOOLBOX

Figma, Adobe XD, Sketch, HTML/CSS, Webflow, Framer, WordPress, AI

LANGUAGES

Spanish	Native proficiency
English	Full professional proficiency