ATENEA SANTOS

UX/UI DESIGNER

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An UX/UI designer with a background in marketing. My experience working both in my own projects and integrated in another teams have brought me an entire vision of how to take a project and make it work.

EXPERIENCE

UX/UI Designer   Freelance
Present (Remote)

Helping projects bring their ideas from paper to reality.

Lead Designer   Topvets
2021-2022 (Gijón)

Marketplace dedicated to put in contact freelance vets with pet owners. Ideation, design and deliver from wireframes to hi-fidelity mockups for all the user and vet flow on mobile and desktop versions, working hand-to-hand with development team.

Product Owner   Gijón con Perro
2017-2018 (Gijón)

App dedicated to help people find dog-friendly businesses and stay tuned on all the issues with dogs. I was in charge of the execution of the launch strategy and preparing the product concept and designing the MVP. I also managed the marketing strategies and advertisement in social media and ASO in app stores, analyzing the data. I created the graphic design of banners and media assets.

Co-Founder | Digital Marketing   Softickets
2012-2014 (Gijón)

Company dedicated to selling tickets online for events. Ideation of the brand identity. I managed the digital marketing strategy and implement marketing campaigns across social media, SEO and paid advertising. In charge of customer attention and user support.

PROJECTS

goldenretrieversecretos.com
I created this webpage to learn through the dissemination of content about dogs -specifically about the golden retriever breed- about SEO strategies, how to write content for the web and how to analyze the data with Google Analytics. I was in charge of everything from branding, creating both written and graphic content and installing and managing WordPress. Thanks to the work done with this website, I placed it on the first page of Google results for several of the main keywords.

EDUCATION

UX/UI DESIGN TRAINING
Brainnest - 2023

GOOGLE UX SPECIALIZATION
Google -2022

PROGRAMMING COURSE
Platzi - 2022

SKILLS   SOFTWARE

Prototyping   Figma

Visual design   Adobe XD

Design thinking   Sketch

User research   HTML

Digital marketing   CSS

Entrepreneurship   WordPress

Leadership   Analytics