

ATENEA SANTOS

PRODUCT DESIGNER

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ateneasantos.com

A product designer with a background in marketing and entrepreneurship. 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

Product Designer Stemdo

2024-Present (Remote)

I am in charge of researching, preparing the product concept and designing the MVP for a job platform. Working hand in hand and supporting the development team to align project objectives.

UX/UI Designer Freelance

2022-2023 (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)

Startup 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

Prototyping
Visual design
Design thinking
User research
Digital marketing
Entrepreneurship
Leadership

SOFTWARE

Figma
Adobe XD
Sketch
HTML
CSS
WordPress
Analytics