

# ATENEA SANTOS

## PRODUCT DESIGNER

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[ateneasantos.com](https://ateneasantos.com)

[LinkedIn](#)

Product designer with a strong focus on startups. I have developed my career both being part of the founding team or scaling the product from the early stages to delivering successful digital products.

## EXPERIENCE

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### **Stemdo**

Product Designer

2024-Present

B2B platform that revolutionizes the outsourcing market connecting big companies with curated tech talent.

The only product designer in the company. Leading the product concept of a B2B platform for our clients in different sectors from scratch to launch, involved in many discussions with C-level and top management about how the product should be developed and communicating these outputs to the development team to ensure a seamless execution of the product. Also responsible for creating and maintaining the design system.

### **Freelance**

Product Designer

2022-2023

Provided personalised advice to small businesses and start-ups across a range of sectors. I specialised in delivering complete MVPs in line with business objectives in the shortest possible time.

### **Topvets**

Lead Designer

2021-2022

Startup with both B2B and B2C platforms dedicated to connect vets with pet owners for in-home appointments.

Led the end-to-end product concept of the B2B and B2C platforms. Conducted research and interviews with potential users to identify key insights to design and deliver both products simultaneously. Worked closely with the development team to ensure alignment of product objectives.

### **Gijón con Perro**

Product Owner &  
Visual Designer

2016-2018

Startup dedicated to the promotion of dog-friendly businesses.

I was responsible for planning and executing the brand and go-to-market strategy. Worked closely with the development team to create the product concept and design the MVP. Developed a successful launch strategy that positioned the app in the top 10 downloads for its category in the App Store. Also responsible for creating both written and graphic social media content, as well as interacting directly with users and collecting and analysing data.

### **Softickets**

Co-founder &  
Digital Marketing

2012-2014

Startup dedicated to selling online tickets for events.

Being part of the founding team of a startup as my very first work experience was a game changer for me. It helped me shape my vision of how to build products and make them work, I also learnt how to communicate my ideas and work with different profiles and visions. I was responsible for creating the brand identity, managing the company's digital marketing strategy and social media platforms. I dealt with our users' requests and problems not only in the digital world, but also face-to-face, which allowed me to develop a great empathy and sensitivity for user care.

## PROJECTS

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### **goldenretrieversecretos.com**

I created this website to learn about SEO strategies, how to write content for the web and how to analyse data with Google Analytics. I was responsible for everything from branding, to creating written and graphic content, to installing and managing WordPress. As a result of the work done on this site, I got it to the first page of Google results for several of the main keywords.

## LICENSES AND CERTIFICATIONS

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### **UX/UI Design Training**

Brainnest 2023

### **Google UX Design Specialization**

Google 2022

### **Programming Course**

Platzi 2022

## ADDITIONAL INFORMATION

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### **Spanish**

Native proficiency

### **English**

Full professional proficiency

### **Toolbox**

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