

# Eileen Santiago

Product Designer

[eileensantiago.com](http://eileensantiago.com)

[eileenmaesantiago@gmail.com](mailto:eileenmaesantiago@gmail.com)

[in/eileensantiago/](https://in/eileensantiago/)

## EXPERIENCE

### **Raise.dev** UX/UI Designer & Front-end Developer

Created a complete redesign of the web application platform by implementing and conducting market and user research, and gathered data to improve the user experience. The rebranding increased the number of customers with 1000+ users signing up onto the platform during the beta release. Closely collaborated with the founder, product owners, and engineer team to prototype, design, and deliver the business strategy and the user experience. Collaborated in building the front-end of the application. I developed user experience for the sign in/up and booking user flows and spearheaded the creation of the design system foundational.

June 2020 - Present

### **Dahdaleh Institute for Global Health Research** Graphic Communications Designer

Directly collaborated with the project manager/ strategist in the recreation of the marketing site as the sole designer. Facilitated in brand and identity and implemented a design system to be used for consistent site styling. Designed web and print research documents that were used and presented in global health conferences the Institute's researchers took part in.

October 2018 - June 2019

## EDUCATION

### **Sheridan College**

Post-grad Interactive Media Management

September 2019 - June 2020

### **York University**

Bachelors of Science in Nursing

September 2019 - June 2020

## SKILLS & TOOLS

### UI/UX

Wireframing  
Prototyping  
User Research  
User Flows  
Task Analysis  
Branding & Identity  
Visual Design  
Design system  
Design Thinking

### Development

HTML/ CSS  
Javascript  
Ruby on Rails  
Tailwind CSS  
Stimulus.js  
Node  
Git

### Tools

Pen + Paper  
Figma  
Sketch  
InVision  
Zeplin  
Adobe Create Suite