Eileen Santiago

Product Designer

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EXPERIENCE

Raise.dev
UX/UI Designer & Front-end Developer
June 2020 - Present, New York, NY (Remote)

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 speared the creation of the design system foundational.

Dahdaleh Institute for Global Health Research
Graphic Communications Designer
October 2018 - June 2019, Toronto, ON

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.

EDUCATION

Sheridan College
Interactive Media Management (post-graduate)
Oakville, ON | September 2019 - June 2020

York University
Bachelor's of Science in Nursing (collaborative program with Georgian College)
Toronto, ON | January 2014 - June 2019

SKILLS & TOOLS

UI/UX
Wireframing
Prototyping
User Research & Testing
User Interview
User Flows
Task Analysis
Wireframing
Prototyping
Branding & Identity
Visual Design
Design system

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

Tools
Pen + Paper
Figma
Sketch
InVision
Zeplin
Adobe Create Suite