

Eileen Santiago

Product Designer

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EXPERIENCE

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

June 2020 - Present

- 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. Collaborated in building the front-end of the application. The rebranding of the app increased the number of customers with over 1000 users signing up onto the platform during the beta release.
- Closely collaborate with the founder, product owners, and engineer team to prototype, design, and deliver the business strategy and the user experience.
- Spearheaded the creation of the foundational design system to ensure the visual consistency of the product.

Dahdaleh Institute for Global Health Research Graphic Communications Designer

October 2018 - June 2019

- 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 Post-grad Interactive Media Management

September 2019 - June 2020

York University Bachelors of Science in Nursing

September 2019 - June 2020

SKILLS

UI/UX

Wireframing, Prototyping, User Research, User Flows, Task Analysis, Branding & Identity, Visual Design, Design System, Design Thinking, Accessibility

Development

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