



Kevin Santos

Product Designer

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kevindsantos.com

SKILLS

User Experience
Empathic Research
Human-Centered Design
Interaction Design
Rapid Prototyping
Usability Testing
Information Architecture
UI Design
Graphic Design

TOOLS

Sketch
Creative Cloud Suite
Invision
Figma
Personas
Empathy Maps
Affinity Maps
Storyboarding
User Flow
Wireframes
Paper Prototypes
Moodboards
Hi-fidelity Mockups
HTML5 + CSS3

LANGUAGES

English
Portuguese – Dual-Citizen
Spanish
French

SUMMARY

I approach problems with a strong sense of curiosity and excitement, and I enjoy the challenge of crafting an inclusive and impactful solution. I aspire to collaborate with and learn from a diverse group of thinkers and doers to create innovative, meaningful products. I have used my experience in web-design as an introduction to understanding the complexities of usability versus aesthetic. My passion for problem-solving and interest in product improvement has led me to user experience design.

EXPERIENCE

Product Designer, Freelance

2018–PRESENT

- Applied research-based principles to drive the design of products that fully support end-user needs while achieving the business vision. Led user research and interface design processes by creating personas, storyboards, task flows, wireframes, high-fidelity mockups, and prototypes.
- Continuously measure and optimize the user experience through a combination of quantitative and qualitative research methods such as usability testing, contextual inquiries and surveys.

All-round Designer, RitePick

2017–2018

- Coordinated, designed, and maintained the company's WordPress website.
- Designed concise audience-appropriate informational and educational content.
- Actively researched industry trends to bring new ideas and applications to company.
- Outlined goals, defined the target audience, and created content to help scale brand.

Web Designer, Freelance

2015–2018

- Coordinated, designed, and maintained WordPress, Shopify and CSS/HTML websites.
- Attended meetings, collaborating with clients on project updates, direction, and strategy plans.
- Created a system to manage the ordering experience to handle mass orders. The system distilled various channels of ordering into one seamless system and helped facilitate the back-end logistics of preparing orders.
- Designed promotional material, banners, graphics, and images for website, advertisements, and social media.

OTHER

Youth Development Coach, New York Red Bulls + Thistle F.C.

2017–PRESENT

- Create seasonal development plans to outline objectives and targeted learning outcomes.
- Develop and conduct customized training sessions for teams to ensure development.
- Establish a coaching curriculum to assist coaches with session planning and coaching conduct.
- Assist coaches with on-field instruction and implementation of the curriculum.

EDUCATION

User Experience Design, Designlab UX Academy

2019

BS, Business Administration, Marketing, Montclair State University

2017

Certificate in Music Production & Mixing / Mastering, Dubspot NYC

2011