

Analyn Delos Santos

Product UX/UI Designer

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Job Type: Permanent, Telework, Remote

Work Schedule: Full-Time

Desired locations: United States - HI

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Summary Statement

As a highly accomplished designer in Product, UX (User Experience), and UI (User Interface) design, my expertise in designing user-focused digital solutions and collaborating with diverse Information Technology specialists fuels my passion for harnessing the latest technology to create intuitive, accessible interfaces that not only meet the evolving needs of the public sector today, but also pave the way for future advancements.

Professional Experience

RVCM (RevaComm) | Remote, Honolulu, HI

Product Designer - 10/2022 to Present - Hours per week: 40

RVCM is a mission-driven digital transformation firm focused on Agile DevSecOps practices that deliver scale, speed, and security for government agencies and enterprises facing continually evolving IT needs and cyber security threats. The company is a remote-first company, headquartered in Honolulu, HI with approximately 200 employees across the United States.

Duties and Responsibilities

Designer on the Puckboard team, focused on building a scheduling and resource management application suite for desktop and iOS for the United States Air Force's Air Mobility Command MAJCOM. The application suite has expanded to be used by more than 600 Department of Defense organizations across the entire world, with 6,000 monthly users and 400,000+ events.

- Orchestrated the UX redesign of a key value stream for a US Air Force legacy system, engaging biweekly with key government stakeholders in 3 organizations and steering iterative solutions that clinched a \$20M contract for expanded service delivery to 110,000+ Air Mobility Command personnel in the future.
- Facilitated a 3-day in-person project kickoff, involving 5 government stakeholders and 10 users from around the nation, utilizing qualitative insights to guide project direction. Post-kickoff, synthesized findings using affinity mapping and card sorting and crafted an 8-month strategic product roadmap in collaboration with Project Manager, Lead Developer, and Subject Matter Experts, balancing technical feasibility and user needs to identify 11 key priorities. Aligned project milestones with the product vision and preemptively managed project backlog to mitigate risks and capture opportunities.
- Orchestrated end-to-end UX design for 3 high-priority initiatives, employing human-centered design techniques to translate complex requirements and problems into actionable user stories and technical specs, seamlessly integrating IT product development from ideation to execution. Through user research, incorporated Air Force current trends and structures and iterated designs to include modern features that radically sped up crucial Air Force processes, turning months of work into only days and reducing 45-minute tasks to only a few seconds.
- Conducted iterative usability testing at every design stage, culminating in dozens of research sessions with 50+ participants. Introduced new digital tools and processes to improve user feedback collection time and quantity, leading to a refined end product that decreased the need for reworks and enhanced usability.
- Contributed to the product's Figma design system, designing specialized components to meet diverse user needs and facilitated the system's evolution for scalability and brand consistency in close coordination with design system designers.

- Orchestrated a weeklong in-person user validation research session with high-ranking Air Force personnel in 3 organizations, swiftly incorporating feedback into design iterations that significantly improved critical process efficiencies, as acknowledged by participant commendation. Developed a detailed 12-page research summary report, and presented research findings to government stakeholders.
- Mentored 2 junior designers, nurturing cooperation and leveraging interpersonal skills to synchronize efforts across 3 time zones in a remote work setting. Developed and managed a 10-week internship program, curating a curriculum that encouraged hands-on learning, critical analysis, and the development of a supportive design community, leading to the intern delivering a successful delivery of a key project.
- Revamped onboarding documentation for new team members, cutting down ramp-up time significantly by over 50%, enhancing team cohesion and accelerating project contribution.
- Established 4 design principles and actionable validation methods, informed by stakeholder engagement and industry standards, to ensure consistency and effectiveness in delivering high quality, iterative user-focused design solutions across the team.

Technical Skills

- Research: User Research, Usability testing, User Interviews, A/B testing, User Feedback interpretation
- Design: Figma, Prototyping and Wireframing, High-fidelity Prototypes, WCAG standards
- Project Management: Google Suite, Gmail, Google Drive, Jira, Confluence, Slack, Mattermost, Zoom, Microsoft Office Suite, Teams

iQ360 | Honolulu, HI

UX/UI Designer - 10/2022 to Present - Hours per week: 40

iQ 360 is an integrated communications strategic agency offering PR, marketing, content and creative services to clients across the U.S. The company has launched brands, protected and rehabilitated images, repositioned companies, introduced products, driven shareholder value, and managed crises. The company is headquartered in Honolulu, HI with approximately 20 employees across the United States, including New York and California.

Duties and Responsibilities

As a UX/UI Designer on a small team, translated client needs into visually compelling and user-friendly digital solutions, while also contributing to diverse creative projects within the agency from website design and development, animation, video editing, and marketing production.

- Defined the company's internal user-centric design methodologies, driving cross-team collaboration and reducing proposal drafting time by 50%, earning the company's first Operational Excellence Award.
- Streamlined website development with new tools, shortening build and launch times by 30%, and conducted IT system evaluations bolstered by thorough cost-benefit analyses.
- Publicly advocated for user-design design principles and published two UX/UI thought leadership articles on the company website, fostering wider adoption of user-focused strategies. Represented the company's user-centric value and digital expertise by providing recommendations and consultation services to leadership teams in state departments, energy, and non-profit sectors.
- Provided authoritative technical advice and best practices on 5 major IT projects, ensuring compliance with the GDPR (General Data Protection Regulation) and CCPA (California Consumer Privacy Act)

privacy laws. Implemented compliance solutions, reducing partners' risks without sacrificing usability for existing users.

- Estimated costs for over 15 projects, aiding in precise budget and timeline planning, and determined necessary team composition for project delivery.
- Achieved design excellence in over 12 projects, creating responsive and interactive web pages for desktop and mobile. Managed and designed up to 5 projects simultaneously, ensuring all phases of IT project life cycles were executed effectively. Integrated customer and end-user feedback in projects, maintaining awareness of customer experience and ensuring alignment with user and business needs. Organized and structured information of each project with content audits, storyboards, sitemaps, and journey maps improving navigation. Created wireframes, interactive mockups with a minimum of 2 options for each project and high-fidelity prototypes, developing clear and accessible visual systems, visualizing and communicating design concepts to stakeholders and ensuring design consistency for developer implementation.
- Collaborated with the State of Hawaii's Department of Health to enhance the digital user experience for the state's COVID-19 vaccination multi-channel outreach campaign during the pandemic's peak. The campaign extended across digital, print, TV, and radio platforms, with a primary call to action directing to the website landing page. Conducted a needs analysis to identify opportunities for leveraging technology to improve user experience and better serve the public, leading to design enhancements on the landing page. This collaboration contributed to the team achieving their initial vaccination goal, supporting Hawaii in becoming one of the top states with the highest vaccination rates against COVID-19.
- Led the design of a complex IT project in collaboration with the State of Hawaii's Department of Education and a non-profit coalition, aiming to develop an informational website tailored for 5 diverse target audience groups. Strategized the content approach and structured the information architecture of 30+ initial content pages into 4 categories, visualizing relationships through sitemaps and user flows. Implemented innovative digital solutions in a user-friendly and intuitive manner, ensuring maximum usability and learnability for conveying a revolutionary concept.
- Led the comprehensive redesign of the Popeyes Hawaii website to enhance the overall website experience. Developed user-centered requirements and specifications tailored to target audiences, effectively localizing the digital user experience to cater to a niche market, thereby enabling the organization to meet market demands proficiently. Reviewed analytics data to prioritize content information. Significantly reduced downtime, improved page load speed, and vastly optimized the mobile experience.
- Served as a liaison between developer partners and company, establishing mutual understanding and cooperation with program personnel within the agency and bridging the gap between business and user needs with complex and intricate IT technical requirements.
- Internally served as a recognized and respected authority on a diverse range of highly technical issues and topics—from user-centered design, accessibility, data privacy, front-end development (HTML, CSS, Javascript), animation, video editing, and other multimedia needs that enhanced the overall a user's digital experience.

Technical Skills

- Design: Adobe Creative Suite (XD, Photoshop, Illustrator, InDesign, Premiere, After Effects), Prototyping and Wireframing, High-fidelity Prototypes, WCAG standards
- Research: User Research, Usability testing, User Interviews, A/B testing, User Feedback Interpretation
- Project Management: Google Suite, Gmail, Google Drive, Zoom, Microsoft Office Suite, Teams, Asana

Awards

2021 Pele Awards

The Pele Awards is one of 15 District Competitions for the American Advertising Awards recognizing the best advertising and creative design work in the state of Hawaii.

- Bronze - Consumer Website Category (HT Hayashi Foundation Website, Lead UX/UI Designer)

2020 iQ360's Operational Excellence Award

Awarded to an employee for exceptional contributions to operational efficiency through innovative problem-solving, cost-saving initiatives, and business enhancements. I was honored for leading the standardization of the company's UX design methodologies, enhancing accessibility and comprehension of user-centered design among peers, project managers, and external stakeholders, and simultaneously increasing the design team's efficiency.

Anthology Marketing Group | Honolulu, HI

Associate Experience (UX) Designer - 07/2019 - 11/2019 - Hours per week: 40

Digital Production Assistant - Full Time - 05/2018 - 07/2019 - Hours per week: 40

Digital Production Assistant - Part Time - 01/2018 - 05/2018 - Hours per week: 25

Digital Experience Design Intern - 05/2017 - 12/2017 - Hours per week: 19

As the largest integrated marketing practice in Hawaii, Anthology provides a full range of services to solve marketing and communication challenges for clients with regional or global interests in Hawaii, Asia, North America and Europe. The company is headquartered in Honolulu, with approximately 200 employees.

Duties and Responsibilities

As an Associate Designer on the Digital Team, I assisted in and eventually led the design of complex digital projects for a wide range of organizations representing a broad range of industries, from regulated industries (financial, insurance and energy) to technology and communications to educational, retail, healthcare, travel and tourism, and professional services.

- Spearheaded the UX/UI design of 3 fully responsive, award-winning websites. Facilitated website maintenance and design of new pages and products for Fortune 200 companies, as well as prominent local institutions encompassing banking, healthcare, and academia.
- Championed web accessibility by systematically crafting compliant designs, conducting thorough accessibility evaluations, and securing a 90% compliance rate with established WCAG (Web Content Accessibility Guidelines 2.0 accessibility standards.
- Directed the visual and interaction design for a civic tech initiative focused on revitalizing local government systems, integrating data visualization techniques to simplify the tracking of government initiatives for the general public.
- Led the comprehensive redesign of Zippys.com, achieving superior UX quality under an ambitious four-month deadline. Leveraged user feedback to prioritize content, establish an accessible digital style guide, and unify the user experience. Produced wireframes, user flows, and site maps, crafting scalable design systems. Collaborated closely with the client's partners to refine the UX across multiple platforms, culminating in enhanced client satisfaction and spurring further IT project engagements.
- Developed a range of digital creatives for marketing initiatives, including email campaigns and social media content, to bolster the overarching user experience narrative.

- Developed cost estimates for 2+ new projects, facilitating budget allocation and timeline planning. Determined the size, skills, roles, and time necessary for a project team to deliver a product.
- Engaged with high-level stakeholders, including Executive Directors and Vice Presidents, to champion UX best practices and accessibility, advocating consistently for intentional, inclusive, and ethical design practices.
- Partnered with development teams, executing design audits to assure design fidelity, diminishing inconsistencies and smoothing the design-to-development handoff.
- Mentored a design intern to successful full-time employment, providing guidance and fostering professional growth within the UX field.

Technical Skills

- Design: Adobe Creative Suite (Photoshop, Illustrator, XD), Axure, Wireframe, High-fidelity prototyping, WCAG, Responsive Design
- Front-End Development: HTML, CSS, JavaScript, Bootstrap, Flexbox, Git, Bitbucket

Awards

2020 Pele Awards

The Pele Awards is one of 15 District Competitions for the American Advertising Awards recognizing the best advertising and creative design work in the state of Hawaii.

- Silver - Integrated Advertising Campaign (Hawaiian Telcom Multimedia Campaign, Associate Designer)
- Bronze - Online/Interactive Campaign (Hawaiian Telcom Multimedia Campaign, Associate Designer)

Annual Communicator Awards

The Communicator Awards is the leading international creative awards program honoring creative excellence for communication professionals, receiving 6,000 annual entries from across the US and around the world.

- 2020 Award of Excellence: Food and Beverage Website Category (Pomaikai Ballrooms Website, Lead UX/UI Designer)
- 2020 Award of Excellence: Restaurant Category (Zippy's Restaurants Website, Lead UX/UI Designer)
- 2019 Award of Excellence: Real Estate Website (NAREIT Website, Associate Designer)
- 2019 Award of Distinction: Non-Profit Website (Transform Hawaii Government Website, Lead UX/UI Designer)

W3 Awards

The W3 Awards honors the creative excellence in websites, online advertising and marketing, mobile sites/applications, video and social media, recognizing companies of all sizes, including Fortune 500 companies and international agencies.

- 2019 Silver: Public Relations Website Category (NAREIT Website, Associate UX Designer)
- 2019 Silver: Corporate Communications Website Category (Servco Website, Associate UX Designer)
- 2018 Silver: Environmental Awareness Website Category (Drive Electric Hawaii Website, Associate UX/Visual Designer)

Magnet Media | New York, NY

Design/Development Intern - 06/2015 - 10/2015 - Hours per week: 40

Magnet Media is an end-to-end strategic studio with a proprietary approach to helping brands maximize the impact of their communications through digital storytelling solutions and media partnerships. Clients include Google, Adobe, JPMorgan Chase, National Geographic, and other Fortune 500 companies. The company is headquartered in New York, NY with less than 50 employees.

Duties and Responsibilities

As a Design and Development intern, I assisted the Senior Art Director in enhanced visual communication and user engagement across multiple platforms in order to support the internal Marketing and Business Development teams.

- Conceptualized and curated visual graphics utilized in client presentations for video advertising campaigns, enhancing the narrative and engagement of the proposed campaigns.
- Conducted comprehensive research to overhaul visual language, encompassing layout, color, and textural patterns, leading to a refined and modernized visual appeal in client presentations. Pioneered the creation of a modern set of iconography, enriching the visual language and improving the interpretability of content in presentations and marketing materials.
- Spearheaded the redesign and content strategy of the Marketing department's capabilities master deck, enhancing the clarity and visual appeal of the department's offerings to stakeholders. Redesigned Keynote slide deck consisting of 10+ slides, enabling internal stakeholders to swiftly create consistent and personalized presentations for Fortune 500 clients within a few minutes instead of days.
- Aided the Senior Art Director in strategizing content design to improve storytelling, and in creating new pages on WordPress, contributing to a more engaging and narrative-rich website experience. Implemented design and development revisions that enhanced site navigability and user engagement, thereby improving the overall user experience and reflecting positively on brand perception.

Technical Skills

- Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Keynote, Google Suite

University of Pennsylvania | Honolulu, HI

Graphic Design Assistant - Department of Residential Services - 05/2014 - 05/2015 - Hours per week: 15

The Department of Residential Services works closely with partner departments to support student residents with student housing (approximately 5,500 undergraduates live on campus), all campus dining services, Off Campus Services, and Conference Services. The company is headquartered in Philadelphia, Pennsylvania and has approximately 300 employees.

Duties and Responsibilities

As a Design Assistant, created visually appealing and informative materials that enhance the residential experience. collaborate with other departments and student organizations to ensure a cohesive visual identity, while also assisting in managing the residential services' online presence, including website design and social media graphics,

- Spearheaded the design of digital and print assets for the University's Move-In campaign, targeting over 2,500 national and international students and their families, to foster a supportive transition for first-year students. Assisted in the week-long campus move-in event, ensuring seamless coordination and effective communication through visually compelling signage and digital assets.
- Produced over 10 distinct digital and printed deliverables for various seasonal campaigns reaching 6,500+ individuals.
- Employed assets and visual branding techniques, adhering to brand guidelines, to craft appealing graphics that upheld the institution's visual identity. Introduced custom infographic-style illustrations to enhance educational content and appeal to a diverse student audience.
- Enhanced the residential services' online presence by designing web page assets and social media graphics that resonated with the university community while upholding branding standards.

Technical Skills

- Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign)

The Daily Pennsylvanian | Philadelphia, PA

Creative Director - 01/2015 - 05/2015 - Hours per week: 40

News Design Editor - 01/2014 - 12/2014 - Hours per week: 40

Associate Design Editor - 08/2013 - 12/2013 - Hours per week: 12

The Daily Pennsylvanian is the independent student media organization of the University of Pennsylvania. It is a student-run nonprofit that employs approximately 200 students. The company is headquartered in Philadelphia, Pennsylvania.

Duties and Responsibilities

As the Creative Director of the news organization (previously News Design Editor and Associate Design Editor), led the Creative department and managed Design, Photo, and Video teams, working on school nights from 5PM to 1:30AM to produce the award-winning printed newspaper and its digital channels daily.

- Designed award-winning front pages that captivated the campus readership, earning the accolade of Editor of the Year in 2014 and numerous prestigious national design awards for outstanding creative direction.
- Managed and executed UX/UI design for three award-winning websites, catering to an audience of over 24,000, enhancing user engagement and satisfaction. Led all long-term multimedia projects with a balanced focus on editorial and digital dimensions, ensuring the delivery of visually compelling and informative content.
- Spearheaded the bold redesign of a print newspaper with a circulation of 8,000, modernizing front pages to resonate with a tech-savvy audience, resulting in an average pick-up rate increase of 5%. Implemented a customizable template system, streamlining the nightly workflow of designers, optimizing time utilization and resource allocation. The new design structure and increased efficiency allowed the Design team to subsequently win multiple design awards in 3 subsequent years using the new system.
- Directed and inspired a diverse staff of 9 Design, Photo, and Video editors, overseeing daily Production operations, and pioneering new operational strategies to enhance staff workflow and output quality. Focused on fostering a culture of innovation, introducing new tools to catalyze creative product development and encouraging staff to innovate, thereby elevating the creative caliber of the team.

Technical Skills

- Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign, InCopy, Premiere)

Awards

2015 Associated Collegiate Press Individual Awards

Known for their prestigious annual Pacemaker Awards in American student journalism excellence (dubbed the “collegiate Pulitzer Prize”), the Associated Collegiate Press’ Individual Awards recognize the outstanding achievements of individual students across the United States.

- 1st Place: Infographic Design of the Year (Sole Designer)
- 1st Place: Newspaper Page One Design of the Year (Sole Designer)
- 5th Place: Multimedia Feature of the Year (Penn Ten Website, Creative Director/UX/UI Designer)
- Honorable Mention: Multimedia Photo Slideshow (15 Places Website, Creative Director/UX/UI Designer)

2014 The Daily Pennsylvanian Staff Awards

Awarded annually to a notable staff editor (among 30) for their outstanding contributions to the organization.

- Editor the Year (News Design Editor)

2014 Columbia Scholastic Press Association’s Gold Circle Awards

Gold Circle Awards recognize superior work by individual student journalists across the United States. This competition had 11,407 entries in various categories.

- 3rd Place: Page One Design (Sole Designer)
- 3rd Place: Portfolio of Work for Page One Designs (Sole Designer)

Education

University of Hawaii, West Oahu | Kapolei, HI

Jan 2017 – May 2018

Bachelors of Applied Science, Creative Media

Concentration: Interface Design

GPA: 4.0

University of Pennsylvania | Philadelphia, PA

Aug 2012 – May 2015

Waipahu High School | Waipahu, HI

Jul 2008 – May 2012

High School Diploma

Class of 2012 Valedictorian

Certifications

UX Accessibility Training LinkedIn Learning

LinkedIn Learning Courses (Accessibility for Web Design, Creating Accessible PDFs) - Anthology Marketing Group 05/2019

Professional Associations

UXHI

Member - 05/2021 - Present

UXHI is a community for people in Hawaii and those with Hawaii ties interested in UX (User Experience) design, UX research, and everything in between. I volunteered for the first UX conference in Hawaii attended by over 100 UX practitioners in the state and attended smaller-scale events in the tech company to promote UX in Hawaii.

Projects

Washington Place Museum Digital Experience | Honolulu, HI

UX Designer - 08/2017 - 05/2018

Led the initiative to create an Augmented Reality experience for the Washington Place Museum, in partnership with the Hawaii Governor's Office, Hawaii's First Lady, and the University of Hawaii, West Oahu. Conducted market research, developed wireframes, established a visual design system, created a prototype, and launched the beta version during a key event with 100+ state leaders.

Volunteer Experience

Lady Bandit Studio | Honolulu, HI

UX Internship Mentor - 04/2023 - 07/2023 - Hours per week: 4

Lady Bandit Studio's Circular Design Internship program matched emerging UX designers with seasoned mentors for an intensive 8-10 week design sprint, culminating in viable product solutions. My mentorship role involved guiding an intern as they collaborated closely with a product team for a leading AI financial firm's non-profit's division to overhaul a form intake workflow and related product used by non-profit volunteers. I offered end-to-end design process insight, shared strategies for effective presentations and stakeholder engagement, and delivered constructive critiques on design outputs.

Code for Hawaii, Hawaii Atlas Zoning Project | Honolulu, HI

UX Designer - 01/2023 - 03/2023 - Hours per week: 4

The Hawaii Zoning Atlas aims to heighten public awareness regarding the link between housing affordability and zoning laws, and to become a hub for advocates and individuals concerned about the economic implications within the state. It features an interactive platform that maps the critical aspects of the state's zoning regulations. My role encompassed strategizing the project's planning and evaluative user research phases.

The Cane Tassel | Honolulu, HI

Newspaper and Design Summer Mentor - 05/2013 - 06/2015 - Hours per week: 4

The Cane Tassel is Waipahu High School's school and community newspaper. I established TheCaneTassel.com in 2012 using the WordPress platform and consistently offered strategic guidance on the site's operations. I also initiated and conducted semi-annual training workshops on design best practice and fundamental Adobe InDesign techniques for student staff.

Languages

Spanish

Spoken Level: Novice

Written Level: Novice

Reading Level: Novice

References

References available upon request