

# Analyndelos Santos

## Product UX/UI Designer

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### Product Designer, RVCM (RevaComm)

Oct 2022 - Present | Remote, Honolulu, HI

- Pioneered conceptualization, research and designs of U.S. Air Force desktop/mobile SaaS expansion, serving 6,000+ monthly users across 600+ Defense organizations. Defined user personas, information architecture, high-fidelity prototypes, workflows, and developer annotations to deliver intuitive and beautiful products.
- Secured a \$20 million contract renewal by simplifying ambiguity of new product definition, reimagining months-long tasks into swift workflows and streamlining daily activities to seconds.
- Charted an 8-month strategic roadmap, after week-long kickoff, pinpointing and prioritizing 11 key opportunities while balancing user and business needs.
- Led extensive global user research with 50+ participants via interviews and usability tests, planning and executing 3 comprehensive Research Plans and stakeholder presentations, while fostering deep trust and excitement from users.
- Orchestrated a 10-week design internship program, culminating in a successful project win, while mentoring and collaborating with 2 junior designers in a remote environment.

### UX/UI Designer, iQ 360 Inc

Dec 2019 - Oct 2022 | Honolulu, HI

- Optimized the design of internal tools, achieving a 30% reduction in product launch times and overhauled internal design methodologies, reducing RFP drafting time by 50%, which led to receiving the company's first Operational Excellence Award.
- Directed design and launch of 12+ end-to-end digital projects, handling up to 5 simultaneously.
- Conducted needs and competitor analyses with Hawaii's Dept of Health for successful multi-channel campaign, optimizing digital experience, propelling Hawaii to top state rankings.
- Served as bridge between contract developers and stakeholders, offering thought leadership and expertise in user-centered design and deep understanding of technical concepts from front-end development, accessibility, and data privacy laws.

### Associate UX Designer, Anthology Marketing Group

Jun 2017 - Nov 2019 | Honolulu, HI

- Drove design excellence for 3 pivotal products, tailoring user-centric digital experiences for elite local institutions and Fortune 200 clients, championing an inclusive approach with a 90% WCAG accessibility adherence.
- Fast-tracked the design of a major product within 4 months, leveraging research insights to form a unified accessible design system, culminating in new project acquisition due to heightened customer satisfaction.
- Directly collaborated with senior-level stakeholders, championing UX best practices, while successfully guiding an intern to transition to full-time role.

### Design/Development Intern, Magnet Media

Jun 2015 - Oct 2015 | Honolulu, HI

- Elevated visual language for client presentations, designing custom iconography and modernizing a 100+ slide Marketing deck for Fortune 500 engagement.
- Partnered with Senior Art Director, optimizing storytelling across platforms and enhancing web navigability, boosting brand perception.

### Graphic Design Assistant, U. of Pennsylvania, Residential Services

May 2014 - May 2015 | Philadelphia, PA

### Creative Director, The Daily Pennsylvanian, Student Newspaper

Aug 2013 - May 2015 | Philadelphia, PA

### Project Management Intern, Inovi Group

Jun 2013 - Jul 2013 | Honolulu, HI

### Education

Bachelors of Applied  
Science

Creative Media,  
Interface Design

Jan 2017 - May 2018

University of Hawaii,  
West Oahu

Transferred from  
University of Pennsylvania

### Awards

Pele Awards

(Advertising Awards  
District Competition)

Silver (1)

Bronze (2)

Communicator Awards

Award of Excellence (3)

Award of Distinction (1)

w3 Awards

Silver (3)

### Skills

User Research

Research

Synthesis/Analysis

Information Architecture

Storyboarding

Wireframing

Art Direction

Color Theory

Typography

Prototyping

Interaction Design

Usability Testing

Figma/Figjam/Adobe XD

Photoshop

Illustrator

InDesign

Premiere

After Effects

Audition

HTML/CSS