

# SANTIAGO CASTAÑO ESTRADA

Digital Product & Web Designer

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## Career summary

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Digital Product Designer with more than 5 years of experience in agencies, startups and freelance projects. Specialized in creating E2E Mobile and Web products for Social Networking, Oil, Self-Service, eCommerce, Healthcare and Artificial Intelligence (AI) industries.

## Work experience

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### Product Designer | AZ Founders, Mexico, Jun 2023 - Current

Design of experiences driven by artificial intelligence (AI) in industries of: social network, virtual assistance, chatbots and entertainment.

- Developed differential value proposals in the social media and virtual assistance sector with AI.
- Validated hypotheses through user research and conceptual designs to raise capital.
- Executed competitive analysis, usability tests, interviews with stakeholders, creation of personas, wireframes and high fidelity prototypes.

### Ssr. UX Designer | Trascender Global, Colombia, Mar 2023 - Sept 2023

Experience design (discovery, ideation, prototyping, user testing) and digital transformation (strategy and vision) for internal and external clients working in industries of e-commerce, translation, social network and artificial intelligence (AI).

- Led end-to-end design process of products until their validation with end users, aligning results with business objectives.
- Performed competitive analysis, A/B testing, creating personas and medium and high fidelity prototypes.
- Collaboratively designed a design system based on an 8 pixel grid, optimizing the conversion to REM units and improving communication between design and development.
- Implemented digital accessibility practices to improve the user experiences.

### Intermediate UX Specialist | SoftwareOne, Colombia, Feb 2022 - Mar 2023

Shape and drive significant E2E innovations from different clients for industries of data protection, health, quality, registration and documentation.

- Transformed customer needs into actionable requirements for estimation.
- Designed wireframes and prototypes in exploratory, experimental and functional phases.
- Effectively implemented the Design Thinking framework in various projects.
- Designed applications for Petrobras service stations: Digital Self-Service (PWA), POS KLAP N5 and ABM Web App for user management in Esmax/Petrobras (CL).

## Freelance experience

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- Design and development of a platform for mock voting in the 2024 elections for Puerto Rico.
- Design of **AION**, an AI platform that connects social causes with donors. The platform collects suggestions from users and raises funds through private investors and social media campaigns.
- Landing Page design and development for **Sam's Club Puerto Rico** [www.clubsamspr.com](http://www.clubsamspr.com) with seasonal promotions of catalogs, products and events (20.000 daily users).
- Okeyyy: 24/7 service design for request and home delivery of spare keys.

## Education

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**Colectivo23**, Strategic UX, 2021, **Acámica**, UX/UI Design, 2021, **Luis Amigó Catholic University**, Professional Publicist, Medellín, Colombia, 2020.

**Other: Course Business Model Canvas**, Creame, Medellín, Colombia, **Platzi**, **Domestika & Awwwards** design courses.

## Volunteer Work

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**Visual Designer**, Dibuja una Sonrisa Foundation, since 2013.

## Skills

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**Design:** UX Design, UI Design, App Design, Wireframing, Prototyping (Low-High Fidelity), Responsive Design, Design Systems, Interaction Design, Pixel Perfect, **Research:** Design Strategy, Competitor Analysis, User Interviews, User Testing, Information Architecture, Journey Mapping, **Software:** Figma (advanced), FigJam, Adobe Creative Suite, Maze, Optimal Workshop, Framer, Webflow, **Visual:** Branding, Typography, Iconography, Web Design, Accessibility, **Soft Skills:** Rapid iteration, functional mindset, effective collaboration and communication, user-centered design.

## Languages

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**Spanish**, Native, **English**, B2