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NALENA SANTIAGO

Product/UX Designer

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Education

Carnegie Mellon University

Masters of Human-Computer Interaction

Dual degree with University of Madeira

August 2014- Present

Expected graduation: December 2015

4.0 QPA

Iowa State University

Bachelor of Architecture

Second Major: Environmental Studies

2004-2008

3.64 GPA w/ Honors & Cum Laude

Skills

HTML5 & CSS3

User Research

Low, Mid and Hi-Fidelity Prototypes

Wireframes

Storyboards & User Journeys

Affinity Diagrams

User Testing

Sketching

Information Architecture

Tools

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe Premiere

Sketch

Invision & Marvel App

Work Experience

UX Design Intern • Samsung Electronics

Mountain View, CA // Summer 2015

Worked with Product Manager and UX Engineers to develop a new feature for an Android app, from initial ideation to final visual designs. Created low and high fidelity clickable prototypes throughout process. Conducted internal user testing.

Community Economic Development Volunteer • Peace Corps

Villarrica, Paraguay // 2012 - 2014

Headed Marketing team for Paraguay Emprende, a nationwide youth business initiative, including doing a rebrand. Created logos, print collateral and Wordpress websites for local foundations and government agencies. Taught entrepreneurship and computer skills to over 200 youth and adults.

Neighborhood Revitalization Specialist • Habitat for Humanity

Seattle, WA // 2009 - 2011

Created print collateral for fundraising campaigns, maps, and reports. Forged partnerships with other non-profits and government agencies for holistic community development. Led volunteers on-site in the construction of four residential homes.

Design Assistant • Iowa State University, Facilities Department

Ames, IA // 2006 - 2008

Designed evacuation, site maps and 3D models for dormitory buildings using Adobe Illustrator and SketchUp.

Orientation Lead • Iowa State University, Office of New Students

Ames, IA // 2007

Designed signage and graphics for orientation events. Led presentations on student life, Q&A sessions with parents/students, College of Design information sessions, and campus tours.