THOMAS SANTANA

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SR. UX/UI Product Designer • Digital Visual Design • Customer Experience Design | Tech Industry Growth Expert

PROFESSIONAL SUMMARY

As a seasoned Senior UX Designer with over 12 years of experience, I specialize in crafting seamless, user-centered experiences that deliver measurable results. My expertise spans user research, prototyping, and cross-functional collaboration with Product Managers and Stakeholders to bring intuitive, user-friendly interfaces to life. I am deeply passionate about understanding user needs and transforming insights into designs that not only align with business objectives but also elevate user satisfaction.

AREAS OF EXPERTISE

- **Knowledge**: interface design, UX approaches, and design thinking principles
- **Skills**: Creative thinking, problem-solving, and visual attention to detail
- **Mindset**: Analytical, prioritizing research and data
- **Awareness**: User reactions and responses to products
- **Leadership**: Strong mentorship and leadership skills
- **Communication**: Ability to listen actively, ask questions, and speak clearly in writing and verbally
- **Collaboration**: Agile development methodologies

CAREER HIGHLIGHTS

- **New AT&T Business site**: Attracted more qualified leads by showcasing AT&T Business expertise, resulting in a surge of 35% lift in digital hot leads interested in our solutions. 75% lift in organic traffic, Improved conversion rates by providing a seamless user visual experience by 125% faster page load times. Strengthen brand reputation with a modern and professional website.

- **New Citrix sites**: Spearheaded the creation of engaging new components and animated features. These innovations attracted new customers by showcasing the value of our offerings, Leading to a 20% surge in customer interactions and a 10-point drop enhancing user experience and satisfaction.

PROFESSIONAL SKILLS

- Wireframes and prototypes
- user research, user testing, and prototyping
- Design thinking
- User-centered design
- Visual design elements
- SaaS platforms for global enterprises
- Content management systems
- Interaction design and microinteractions
- Information architecture and user flows
- Accessibility (WCAG compliance)
- Usability heuristics and UX audits
- Data-driven design and A/B testing
- Agile and Lean UX methodologies
- Responsive and adaptive design for web and mobile platforms
- Design systems and pattern libraries
- Collaboration with developers for implementation
- Conversion rate optimization (CRO)

TECHNICAL SKILLS

Figma-Auto layout, Libraries, Collaborating, Prototyping
Sketch/Zeplin - Libraries, Collaborating, Prototyping
HTML/CSS-front-end development languages
Color Theory-Brand color
typography-UX/UI Libraries
Photoshop-Visual branding
Illustrator-UI Libraries
InDesign-Layouts
After Effects-UX/UI animations
Adobe AI-visual creations

EDUCATION

University of North Texas
B.F.A., Communication Design
Minor: Journalism Advertising
Richland Community College Multimedia developer. Focus was on Research, Strategy, Web development and design.

PROFESSIONAL EXPERIENCE

03/2016 - 09/2024

AT&T - UX/UI Sr. Product Designer | Company achievement User-Centric Product Designs:
- Enhanced User Experience: Employed UX methodologies to deliver exceptional user experiences. Conducted comprehensive user research, including data collection and interviews, to inform the creation of meticulous wireframes and prototypes. Utilized Figma, adobe photoshop, AI tools to produce high-quality digital products that effectively visualized the user interface and overall experience.
- Increased user engagement: Successfully elevated user engagement through strategic UX/UI design, resulting in a 35% surge in digital hot leads.
- Improved website performance: Achieved a 75% lift in organic traffic and improved conversion rates by optimizing website performance and providing a seamless user experience.
- Lead user research: Conducted in-depth user research to gather insights and inform design decisions. Leveraged data to identify in key areas for improvement, improving the user experience by 15%.
- Enhanced website speed: Delivered a 125% faster page load time, contributing to a better user experience.

02/2015 - 01/2016

Citrix Systems - UX/UI Product Designer | achievement Innovative New Features:
- Increased customer engagement: Successfully increased customer engagement by 20% through effective design and branding strategies.
- Reduced drop-offs: Decreased drop-offs by 15% by improving the user experience and addressing pain points.
- Integrated marketing campaigns: Collaborated with marketing teams to create a cohesive brand experience across online channels.
- Delivered detailed mockups: for all screen templates to ensure an optimal user experience across devices. Produced high-quality mockups in Figma to visualize the user interface.
- Optimized responsive design: Conceptualized, designed, and upgraded responsive web pages and animations to prioritize user engagement, aesthetics, usability, and speed.

06/2014 - 02/2015

Rexel - UX/UI Product Designer | Company achievement UX/UI Product advancements:
- Designed comprehensive UI elements: Created UI elements for various screen sizes, breakpoints, and email templates.
- Improved customer retention: Increased customer retention by 18% through effective design and user experience improvements.
- Increased conversion rate: Achieved a 20% increase in conversion rate by optimizing the design and user journey.
- Conducted user research and competitor analysis to inform user-centered design decisions and recommend optimal solutions to clients that increase traffic flow by 10% each quarter.