

Hello. I'm Rocio Santos.

📞 0410 238 931
✉ hello@rociosantos.co
🌐 in/santosrocio
🌐 rociosantos.co

Snapshot

Experienced multidisciplinary designer seeking new opportunities. Highly motivated self-starter skilled in creating innovative design solutions, collaborating with clients to solve challenging problems, managing complex projects, and delivering successful projects under tight time and budget constraints. Deeply empathetic to user needs and skilled at designing user experiences that are intuitive and delight the customer.

Human-Centred Skills

- Agile methodology
- Clickable prototypes
- Presentations and storytelling
- Stakeholder interviews and surveys
- Usability testing

Education

2020

**DIPLOMA OF BUSINESS
INSIGHT ACADEMY |**

Melbourne, Australia

2018/2019

**PRODUCT MANAGEMENT /
USER EXPERIENCE DESIGN
ACADEMY XI |**

Melbourne, Australia

2006-2013

**BFA WITH HONOURS IN
GRAPHIC DESIGN
PUCP | LIMA, PERU**

Referees

References available upon request.

Experience

MAY 2019 - PRESENT

PRODUCT DESIGNER (UX/UI)

BRANDOLLO | MELBOURNE, AUSTRALIA

Marketing SaaS for Startups. Real-world planning with marketing tutorials.

- Use human centred design principles to understand our users
- Own the entire product design process from research to deliver
- Design beautiful, simple user interfaces that solve complex problems
- Utilise data in order to understand our users' behaviours
- Think strategically by managing both customer and business goals
- Built scalable component libraries

2016 - PRESENT

FREELANCE UX/UI & GRAPHIC DESIGNER

www.ro-santos.com | AUSTRALIA & NEW ZEALAND

I create user-centered, visually appealing, and purposeful designs for businesses throughout Australia and New Zealand.

- **Somos 21 - UX/Project Lead**

Managed a team of 6 professionals and facilitate workshops of Design thinking to solve not-for-profit organization problems.

- **RMIT - Digital Design**

I worked for the Communication Department of RMIT as a contractor. I developed info-graphics and digital media that was published on their facebook and main website.

- **LA TROBE FINANCIAL - Presentation Design**

La Trobe Financial is a premium non-bank, wealth manager and credit specialist. I was tasked with a Strategy Presentation, I worked closely with the executive managers to deliver a 100+ pages presentation using strict brand guidelines.

- **MANNINGHAM COUNCIL - Annual Report Design:**

Redesigned 222-page 2017/18 Annual Report to reflect new brand guidelines, improve user experience, and minimize environmental impact for the Council. Collaborated with the team, to develop project approach, define accessibility rules, and create a user-centered layout.

- **AUCKLAND AIRPORT - Mobile App User Interface (UI) Design:**

I worked for a Service Design agency called Curious Human. I designed a prototype for an augmented reality mobile app to guide visitors through Biosecurity at Auckland Airport.

- **MUSIC AGENT WEBSITE - User Interface (UI) Design:**

Designed the user interface (UI) for 40+ web pages on David Greer Music's website, a NZ-based entertainment booking agency. Collaborated with web developer to plan and execute technical aspects of website design.

- **INTERCONTINENTAL NEW ZEALAND - Restaurant Menu**

Redesign (Ux) : Designed menus for 5 high-end restaurants located in various InterContinental Hotels throughout New Zealand. Saved client \$5k+ by creating the designs in PowerPoint, making it possible for the client to implement future updates internally versus hiring another graphic designer.