ashley santiago

INFO

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PROFILE

I am a User Experience Researcher and Designer with 5+ years of experience who leads efforts that solve user problems using both research and design as key tools. My job is to build, design, and develop digital tools, systems, and services, ensuring the users' needs are at the forefront through quantitative and qualitative user research. I believe in the importance of improving user experiences in all different mediums, whether through digital tools and systems or through a more streamlined, efficient workflow.

EXPERIENCE

Raytheon Intelligence & Space

Product Strategist

June 2020 to Present

- **Manage** end to end project delivery for complex international scientific applications and web systems for several groups at NASA Jet Propulsion Laboratory Geodynamics and Space Geodesy
- **Research and synthesize** user needs into key themes and insights to help define and test possible solutions for the application or system
- **Structure** information architecture for large-scale information and task-oriented applications taking into account both technical experts and the general public
- **Design and iterate** on low-fidelity to hi-fidelity wireframes before development to plan user flows, define user interaction, and create the visual design of the project
- **Collaborate** with engineers to ensure user's needs, accessibility standards, and design are continuously being addressed during development
- **Develop and code** responsive, accessible, and modern front-end user interfaces for various Python/Django and WordPress web applications
- **Plan** more efficient, streamlined workflow processes for station operators, working group members, associate members, and governing board members in the International GNSS Service (IGS)
- **Coordinate** with the IGS communications team on IGS communications and governance activities such as branding, social media, graphics, reports, newsletters, and governing board meetings

IntersectLA - Brand + Creative Strategy

Project Manager + Web Developer

March 2019 to January 2021

- **Lead** multiple projects that established client's branding and digital media to improve communication efforts to target audiences
- **Built** multiple custom WordPress sites for startup businesses and e-commerce sites
- **Followed** the best accessibility practices for websites to ensure an inclusive user experience
- **Optimized** websites for speed by utilizing image optimizing and caching plugins as well as advising the client on necessary upgrades
- **Implemented** Search Engine Optimization strategies to increase search rankings and attract more users to client's websites
- **Handled** system administration for client and internal websites and domains using digital ocean, forge laravel servers, Fetch File Transfer Protocol, and Sequel Pro.

CSUN Autonomy Research Center for STEAHM

Research Fellow + Visual Designer

August 2019 to June 2020

- **Collaborated** with the center's interdisciplinary students and NASA engineers on autonomy-related projects through user-interface design
- **Designed** a simple, everlasting logo that encompasses and visualizes the center's mission and goals while keeping CSUN's brand requirements and NASA branding in mind
- **Designed** the interior of the center's new collaborative space and its wall graphics as well as created 3-D blueprints using SketchUp
- **Planned** a 100+ guest launch event for the center and promoted it by sending out multiple email campaigns via Mailchimp

CERTIFICATION

Google UX Design Certificate

July 2021 to March 2022

- **Conducted** user interviews in order to develop personas, user stories, and user journey maps to better understand the user
- **Wrote** research plans to conduct usability studies and analyze that data to find themes and insights
- **Designed** lo-fidelity and hi-fidelity wireframes and prototypes using Figma
- **Tested and iterated** on wireframe designs to address and prioritize user feedback

SKILLS

DESIGN

Figma
Photoshop
Illustrator
Adobe XD
InDesign
Premiere Pro
After Effects
Branding
Typography

WEB DEVELOPMENT

WordPress
HTML
CSS
Boostrap
Python/Django
Tailwind
Hosting + Servers
PHP
Sequel Pro
FTP

COLLABORATION

Figjam
Mural
Miro
Basecamp
Slack
Trello
Mailchimp
G Suite
Microsoft Office

EDUCATION

California State University, Northridge

August 2015-December 2020
Bachelor's Degree
Art - Communication Design

Dean's List
Fall 2017, 2019
Spring 2018, 2019, 2020

MENTORSHIPS

BUILT BY GIRLS

2019-2020

1:1 Advisor program for young woman to gain exposure to careers in the tech industry

MIND

September 2019 - December 2019
MIND is a mentorship program that strives to provide students with access to the resources and knowledge they need to pursue a career in Product Design.