

Amanda Santello

Senior UI/UX Designer

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SKILLS

Interactive Design

Front-End Development

Experience Design

Information Architecture

Visual Design

Branding / Identity

Social Media Platform Design

Graphic Animation

TOOLS

Adobe Creative Suite

Sketch

HTML

CSS / SASS / Javascript

Keynote

Drupal

Joomla

Wordpress

Axure

Flinto

Principle

Pixate

Invision

EDUCATION

AMERICAN UNIVERSITY

Washington, DC / 2008 – 2011

B.A. Public Communications

Minor Graphic Design

STUDIO ARTS CENTER INTL.

Florence, Italy

09/2010 – 12/2010

LANGUAGE

English, fluent

Italian, limited working proficiency

EXPERIENCE

DIGITASLBI, BOSTON, MA

EXPERIENCE DESIGNER

NOV 2014 – PRESENT

- Crafts the user experience and interface of digital products and services for national clients.
- Engages in continued research initiatives that are unique to every project, including user research, user persona review and development, competitive analysis, usability testing, heuristic reviews.
- Approaches user challenges by strengthening the relationship between visual design and effective communication
- Collaborates amongst primarily agile teams under the “build – learn – iterate” processes.
- Helps evolve team and agency project delivery processes.
- Develops user-centric experience structures, intuitive navigation and design layout and hierarchy.
- Strong visual communication skills, with ability to verbally communicate documented designs internally to project teams and externally for client presentations.
- Established the visual design and provided extensive documentation for the new Dunkin’ Donuts Order-On-the-Go App (in beta).
- Designed and built a prototype for an improved Bank of America App experience, used to gain stakeholder interest and influence contract work in the Online Banking space.
- **NOTABLE CLIENTS:** Bank of America (Consumer & Enterprise), Merrill Lynch, Baskin Robbins, Dunkin’ Donuts, Goodyear, Miller Lite

HOMEFRONT COMMUNICATIONS, WASHINGTON, DC

SR. INTERACTIVE DESIGNER

MAR 2014 – NOV 2014

- Crafted the user experience and interface of digital tools for a variety of clients.
- Translated concepts into both high and low-fidelity site maps, wireframes, user flows, visuals.
- Worked closely with other designers, developers, copywriters, account executives, project managers, video producers, and vendors to deliver responsive and innovative digital designs tailored to meet client needs and exceed expectations.
- Presented content audits, visual concepts, site maps, wireframes and high-fidelity comps that met client objectives and reflected discovery findings.
- **NOTABLE CLIENTS:** Association of American Railroads, Toyota (Buckle Up for Life), Chobani, Discovery Education, PBS (Cancer: The Emperor of all Maladies), Urban Land Institute

BLUE WATER MEDIA, GREENBELT, MD

JR. WEB DESIGNER

MAR 2012 – MAR 2014

- Created website and interactive designs for various clients, as well as supplementary print and product designs to accompany greater client goals and initiatives.
- Partook in the creation, launching and continued technical maintenance of 50+ award-winning websites.
- Worked closely with development, design, and management teams to research, design, develop, and test a range of projects.
- Directly communicated with clients to determine project expectations and filter team feedback.
- **NOTABLE CLIENTS:** American Association for Justice, American Lung Association, Audi, Bill & Melinda Gates Institute, FEMA

SEABERRY DESIGN & COMMUNICATIONS, WASHINGTON, DC

GRAPHIC DESIGN INTERN

JAN 2010 – FEB 2012

SPECTRUM SCIENCE COMMUNICATIONS, WASHINGTON, DC

DIGITAL STRATEGY INTERN

SEP 2011 – DEC 2011

ACCOMPLISHMENTS

- Won DigitaSLBi Ideathon of Fall ‘15 and Spring ‘15, for which I created the design and prototypes that represented the team’s winning solutions.
- Led an ‘Animating with Keynote’ group learning session for the Experience Design department.
- Hosted and led Girls Who Code session to teach young students how to code interactions using Arduino hardware and software.
- Recognized by the 2014 Webby Honoree Award and the 2013 W3 Gold Award for the responsive designs of QuitterInYou.org.
- Recognized by IMA Best in Class 2013 Award for Blue Water Media website redesign.
- Recognized by the IMA Graphic Design 2012 Award for Blue Water Media ANOT Decal design, which graphically represented the company morale.