

# YASMEEN SANTILLAN ;

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Portfolio: <https://www.yasmeensantillan.com/>

## SUMMARY:

Enthusiastic UX Designer who is passionate about building high-quality user experiences through conducting research and implementing data-informed decisions. A lifelong learner who has customer empathy and a love for solving problems. Expertise lies in crafting delightful, useful and usable user interfaces that are responsive, working beautifully in both mobile and desktop settings. Organized and detail-oriented team player who is seeking to improve user experience and growth within a company.

## TECHNICAL SKILLS:

HTML, CSS, GitHub, User Interface Design, User Experience Design, Wireframes, JQuery, JavaScript, User Flows, Usability Testing, User Research, Figma, Miro, InVision, Typography, storyboard, User Journeys, mobile app design.

## PROJECTS:

**Travel app** | <https://docs.google.com/presentation/>

The aim of this project was to build a modern-day mobile app for a startup to help people plan their trip post-pandemic.

- Skills | Technology used: Stakeholder Interviews, User Research (Interviews) & Analysis, Persona Creation, User Experience Design (UI/UX), Interaction Design, Prototyping, User Interviews, Miro, Figma, InVision, Powerpoint Presentations.

**Umami Recipe Recommendation App** | <https://docs.google.com/presentation>

Umami is a recipe app in which it allows users to make a quick meal with what they have at home. Users can allow camera access on their phone or manually enter what food items they have at hand and the app will then generate possible recipes with those items. The app will also notify users of missing items on the recipe and allow users to swap it out with any other items they have available.

- Skills | Technology used: User Research (Interviews + Surveys) & analysis persona creation, User Experience Design (UI/UX), Prototyping, User interviews, Figma, Figjam, Trello.

**Government Website Redesign** | <https://docs.google.com/presentation>

The Department of Homeland Security works to improve the security of the United States. The Department's work includes customs, border and immigration enforcement, emergency response to natural and manmade disasters, antiterrorism work and cybersecurity. The goal of this project was to redesign the Homeland Security website with a focus on the responsiveness of the web and mobile design experience.

- Skills | Technology Used: User research (interviews) & analysis persona creation, website analysis user path, Heuristic Evaluations, Prototyping, Moodboard, Usability Testing, Figma, Mobile App Design Interfaces, Miro, InVision, Design Thinking, Qualitative Research, Surveys, Analyzing & Interpreting data.

Soft Skills: Collaboration, Empathy, Creative Thinking, Leadership, Problem Solving, & Project Leadership, & project management.

## WORK EXPERIENCE:

### **Hospitality House for Women Inc.**

*Legal Advocate*

*August 2021- present*

Rome, Ga

Understanding the process of a civil matter to help guide victims with Temporary protection orders and advocate for victims in court.

- Attending crisis calls to assist and support victims of Domestic Violence for support and needs.
- Serving the community with outreach assistance in schools and police departments with prevention and awareness of domestic violence.
- Trained in specializing in danger assessments of a Temporary protection order to assist victims of Domestic Violence and pass documentation to superior court.
- Translation in court over the civil and/or criminal matters of the TPO to Spanish speaking victims.

### **Workout Anytime**

*Sales Representative*

*April 2020 – July 2021*

Rome, Ga

- Utilized effective communication and active listening skills to create client rapport to grow effectively.
- Implemented marketing strategies and techniques to increase revenue and customer satisfaction.
- Helped resolve client problems quickly with superior customer service in order to avoid any conflict or poor service.

### **Hibbett Sports**

*Sales Leader*

*March 2017 – April 2020*

Rome, Ga

- Ensure high levels of customer satisfaction through excellent sales service in order to meet customer gratification.

- Assess customers' needs and provide assistance and information on product features so that the customer has a good understanding of their product.
- Follow and achieve the department's sales goals on a monthly, quarterly and yearly basis for strong profitability.
- Build productive trust relationships with customers to enable better experience and build customer loyalty.

## EDUCATION:

Certificate UX/UI  
Georgia Institute of Technology, Atlanta Ga

*June 2023*

Bachelor's degree of Social Science  
Kennesaw State University, Kennesaw Ga

*May 2021*