

# Santiago Joshi

## UX/UI Design Lead

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### SUMMARY

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Accomplished UX/UI Design Lead with over 7 years of experience in digital experience design and product development. Proven track record arises from leading complex projects and establishing design direction that aligns user needs with business goals. Hands-on expertise covers creating scalable design systems while promoting accessibility standards. A strong passion for mentoring nurtures a collaborative team culture, encouraging junior designers' growth into confident professionals. Committed to leveraging innovative tools and AI capabilities boosts efficiency and enhances overall design processes.

### EXPERIENCE

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#### UX/UI Design Lead

Creative Solutions Agency 📅 January 2023 – Present 📍 Chicago, IL

Lead UX/UI design across pivotal client engagements, ensuring alignment with strategic business goals and customer insights. Responsible for the entire project lifecycle from initial discovery through implementation and optimization.

- Spearheaded UX/UI design across multiple high-stakes client projects, ensuring alignment with strategic objectives and user insights.
- Drove end-to-end project delivery, enhancing consistency and collaboration, focusing on the completion of comprehensive style guide codification.
- Developed and implemented scalable design systems within Figma, improving team efficiency and speeding up project turnaround times.
- Conducted extensive UX research, including interviews and usability testing, deriving actionable insights to inform design strategies.
- Championed inclusive design practices, sustaining usability and accessibility standards throughout all deliverables.
- Mentored junior designers by providing constructive feedback and fostering their professional growth through active coaching.

#### Senior UX Designer

Digital Innovations Co. 📅 March 2019 – December 2022 📍 Chicago, IL

Oversaw design engagements and led collaborative efforts with multi-disciplinary teams to translate user requirements into accessible designs. Established successful communication in presenting design rationale to stakeholders.

- Led design engagements for various digital platforms, translating complex user requirements into intuitive, accessible designs.
- Worked closely with cross-functional teams to ensure smooth implementation of design solutions, integrating new AI tools.
- Facilitated workshops and presented designs effectively to gather stakeholder feedback.
- Enhanced workflows by adopting novel methodologies and technologies, streamlining design processes.
- Created detailed user personas and journey maps, contributing significantly to improved user satisfaction metrics.
- Cultivated a culture of design critique to encourage creative thinking and innovation within the team.

#### UX/UI Designer

Design Hub Inc. 📅 June 2016 – February 2019 📍 Chicago, IL

Focused on user-centered design principles, crafting interfaces for diverse applications. Fostered collaboration among developers to promote holistic user experiences and maintain consistent design language.

- Designed and prototyped user interfaces for web and mobile applications, centering around user-centered design principles.
- Conducted user testing sessions, refining designs based on direct feedback to elevate usability.
- Partnered with developer teams to facilitate accurate implementation of design specifications, further promoting cohesive user experiences.
- Created comprehensive documentation and style guides supporting team alignment and consistency across projects.
- Participated in design sprints, actively seeking creative solutions that enriched product offerings.
- Engaged in ongoing exploration of emergent design trends to enhance the team's skillsets continually.

### LEADERSHIP & AWARDS

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- Excellence in Design Award - Creative Solutions Agency, 2025
- Best Collaborative Project Award - Digital Innovations Co., 2021

### EDUCATION

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#### Bachelor of Fine Arts in Graphic Design

University of Illinois, Urbana-Champaign 🎓 GPA: 3.8 📅 2016 📍 Urbana-Champaign, IL

**Coursework:** Visual Communication, User Experience, Graphic Design, Art Direction

## CERTIFICATIONS

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- Certified Usability Analyst 📅 2020
- Adobe Certified Expert (ACE) 📅 2019

## TECHNICAL SKILLS

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- **Design Tools:** Figma, Sketch, Adobe XD
- **Research Methods:** Usability Testing, Surveys, Interviews
- **Prototyping Tools:** InVision, Marvel, Axure
- **Project Management Tools:** JIRA, Trello, Asana
- **Coding Languages:** HTML, CSS, JavaScript
- **Content Management Systems:** WordPress, Squarespace, Drupal
- **Analytics Platforms:** Google Analytics, Hotjar, Crazy Egg
- **Collaboration Tools:** Slack, Microsoft Teams, Zoom
- **Accessibility Standards:** WCAG, ADA Compliance, Section 508
- **Agile Methodologies:** Scrum, Kanban, Lean

## SKILLS

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- UX/UI Design
- Accessibility Standards
- Visual Design
- Graphic Design
- Figma
- Prototyping
- Agile Methodologies
- Workshop Facilitation
- User Research
- Stakeholder Communication
- Usability Testing
- Analytics Tools
- Design Systems
- Team Mentorship
- Interaction Design

## PROFESSIONAL AFFILIATIONS

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- Member of American Institute of Graphic Arts (AIGA)
- Volunteer designer at local nonprofit organization

## LANGUAGES

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- English (Native)
- Spanish (Proficient)

## ADDITIONAL INFORMATION

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**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

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AVAILABLE ON REQUEST