Samantha Rose Cruz (She/Her)

Senior Product Designer

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SKILLS

- Design Systems
- Design Tokens
- Product Strategy
- Problem-solving
- Visual & Interaction Design
- Design Leadership
- Accessibility
- Prototyping
- Wireframing
- UX Design
- Usability Testing
- User Research
- UI Development

TOOLS

- Figma
- Tokens Studio
- Sketch
- Git
- HTML, Haml, Pug
- CSS, Postcss, Sass
- Agile Methodology

NOTABLE PROJECTS

- **VCam App** ⧉
- **Gamecaster Web** ⧉
- **Gamecaster App** ⧉

EDUCATION

STI College Caloocan
Diploma in Multimedia Arts
GWA / GPA 1.18 (95-97%)

BIO

Throughout the 10 years of my experience, I have had the privilege of working with a diverse range of organizations catering to millions of people. This has equipped me with a holistic understanding of the intricacies of designing for both Business-to-Business (B2B) and Business-to-Consumer (B2C) domains, enabling me to navigate the unique challenges and opportunities presented by each.

WORK EXPERIENCE

Senior Consultant at Deloitte ⧉ — *Oct 2022 - Present*

Taguig, Philippines

Work on digital products that are used in various government entities and businesses focusing on logistics, banking, enterprise, and e-commerce which are used by millions of people around the world.

- **Design Systems:** Establish and upkeep design systems to create consistent, maintainable, and scalable products.
- **Stakeholder Management:** Key player in cross-functional team collaboration, communication, and bridge the gap between design and non-design teams effectively.
- **Product Strategy:** Contribute to business strategic planning and understand the goals, vision, and target audience.
- **Design Presentation:** articulate the problem, design process, and how we arrived to the solution through effective storytelling.
- **Visual and Interaction Design:** Using the latest design tools, I create user-centered designs with great attention to detail and intuitive user experience.
- **Design Leadership:** Coach and mentor junior designers and provide feedback and next steps towards their growth.
- **Accessibility**: Ensure that digital products are as accessible as possible and pass Level AA Accessibility Standard.
- **Design QA:** Ensure that what is being deployed in staging and production are in line with what was designed.

Senior Product Designer at XSplit ⧉ — *May 2020 — Oct 2022*

Quezon City, Philippines

Spearheaded design operations, user research, and product strategy for XSplit's product suite that caters to more than 15 million people around the world.

- **Product Strategy:** Create clear strategies on improving user acquisition, improving sign up to first stream numbers, and retention.
- **Design Systems:** Lead all design systems effort across XSplit's product suite.
- **UX and User Research:** Conduct user research, usability testing, and competitive analysis to help understand our audience, competitors, and the state of content creation / video landscape.
- **Design Leadership:** Coach, mentor, and provide feedback to junior designers and developers.
- **Design Operations:** Spearhead streamlining and optimizing design processes, tooling, collaboration, workflows, upskilling and scaling the design team.

Product Designer at Goodwall (Consultant) ⧉   *Aug 2019 - Apr 2020*

Switzerland (Remote)

Senior UI Designer at Effective Digital (Consultant) ⧉   *Dec 2018 - Aug 2019*

Australia (Remote)

Senior UX Designer at Make Technology ⧉   *Jul 2018 - Nov 2018*

Makati City, Philippines

Make is a digital & innovations agency backed up by a 100-strong communications agency at Ace Saatchi & Saatchi. We worked with local brands and corporations improve their digital products and experiences

- **Visual and Interaction Design:** Create intuitive designs with focus on aesthetics and user experience.
- **Design Thinking and Workshops:** Facilitate workshops to solve problems through design thinking.

Senior Product Designer at SplitmediaLabs (now XSplit) ⧉   *Jul 2017 - Jul 2018*

Quezon City, Philippines

With a multicultural and diverse team, SplitmediaLabs build apps for players, content creators, eSports, and more. I worked primarily on Challonge, a tournament platform that allows you to create and manage your tournaments.

- **Visual and Interaction design:** Improve the Challonge and establish its new look.
- **Collaboration:** Collaborate with the product owner, developers, and other members of the team by setting goals and sprints.
- **Product Strategy:** Contribute to the scalability of Challonge as a digital product, its improvements, features, and overall experience.
- **Frontend Web Development:** Code HTML (HAML), CSS (Sass), and Javascript.
- **Style guides:** Create living style guides within the codebase for consistency.
- **CSS Architecture:** Establish and maintain best practices in CSS file structure and organization.
- **Cross-platform Compatibility:** Ensure that applications are functional across different browsers and devices.

UI/UX Designer and Frontend Web Developer at Proudcloud ⧉   *Oct 2013 - Jun 2017*

Quezon City, Philippines

- **Visual Design and Interaction:** Create visually appealing web and mobile interfaces.
- **Frontend Web Development:** Translate design to semantic HTML, CSS and Javascript for Ruby on Rails and Elixir applications.
- **CSS Architecture:** Follow and establish best practices in CSS file structure and organization.
- **Cross-platform Compatibility:** Ensure that applications are functional across different browsers and devices.
- **Style guides:** Create web application style guides for consistency.
- **Automated tests:** Create automated tests for Ruby on Rails applications using RSpec.