


Yza Santiago

Product Designer

Solution-oriented product designer with more than 5 years of UI/UX design and development experience for educational SaaS products. Passionate about solving design problems and working on innovations.

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Laguna, Philippines 

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EDUCATION

Bachelor of Science in Development Communication

University of the Philippines
Los Baños, 2004-2008

COURSE CERTIFICATES

Foundations of UX Design

Google UX Design Professional Certificate
Coursera, Oct 2021–Dec 2021

Software Product Management Specialization

University of Alberta
Coursera, Nov 2020–Feb 2021

Visual Graphic Design (Design and Illustration)

First Academy of Digital Arts
Makati, Nov 2015– Jun 2016

Skills

UI/UX Design

Design systems

Prototyping

Learning Design

2D VR Simulations

Web Design

Toolkit

Figma

Photoshop

Vyond

3DVista

Storyline 360

Rise 360

Illustrator

Mobirise

Languages

HTML5

CSS

Javascript

WORK EXPERIENCE

Instructional Designer | TTEC

Feb 2022 – June 2022

- Manage knowledge artifacts used both in training and production;
- Write instructor-led and self-paced modules
- Develop interactive courses and animate eLearning videos

Senior Product Dev't Specialist | Diwa Learning Systems, Inc

June 2017 - Feb 2022

As Product Designer/Manager for Learning Platform (2020-2022)

- Managed end-to-end cycle of software product development, from conception, user research, competitor scan, software development, functional testing, usability testing
- Designed UI/UX mockups, wireframes, lo-fi and hi-fi prototypes
- Coordinated with product, engineering and marketing teams to develop, and implement design system and product features
- Conducted user research, and used various user evaluation approaches
- Managed and evaluated interns (graphic designers, game developers)

As UX Designer for Enrollment System (2019-2020)

- Conducted user research to identify user's needs
- Redesigned the information architecture and UI prototypes
- Coordinated with IT team for revision and implementation

As Web Designer & Developer for VR website (2019)

- Developed the [responsive website](#) for VR tours
- Prepared wireframes and mockup design
- Designed single webpages for product description. Links [here](#) & [here](#)

As UX Designer & Developer for VR Tours (2017-2019)

- Conducted user research for the development of K-12 VR Tours
- Developed the design system for VR products for learning platform
- Designed skins, icons, UI assets, & interactive prototype based on the design system
- Developed more than 50 [VR tours](#) with varying content for learning platform
- Increased 75% user engagement of the learning platform after Go Live

Product Dev't Specialist | Diwa Learning Systems, Inc

Mar 2013 - June 2017

As Learning Experience Designer

- Developed content style guide in collaboration with Marketing department
- Designed and developed animated and interactive prototype modules
- Managed end-to-end cycle of content creation, eLearning design and development, A/B testing, product launch and maintenance