



# Santiago Jaramillo

## interactive designer

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Multi-talented designer and strategic, conceptual thinker with 9+ years' solid interface design experience. Excels at creating interactive communication products that deliver innovative user encounters. Thrives in working environments with creative challenges and across functional teams, as well as individual projects, from conception through to final production. Innovative and driven to exceed communication objectives and strategies while adhering to brand styleguides.

## Key Competencies & Skills

- Strategic Thinker
- Brand Development and Management
- Creative Powerhouse
- Experienced Problem Solver
- Content Developer / Storyteller
- UX/UI
- Prototyping Technologies
- Understanding of HTML, CSS & Javascript
- Fluent in Spanish

## Education

### Jorge Tadeo Lozano University

Bogota, Colombia  
B.F.A, Graphic Design  
2006

### Miami Dade College

Miami, FL  
Front End Development Certification  
2016

### Florida Atlantic University

Fort Lauderdale, FL  
Professional Development  
2008 - 2009

## Awards & Recognitions

Graphic Design USA | American in-house design awards 2012.

Recognized for Office Depot in 2-categories: Brochures & Collateral and POP, Signs & Environmental Graphics

## Work Experience

### Rabinovici & associates | Interactive Designer

Miami, FL | 08/2013 – Present

- Constantly improve design standards and practices with a focus on design systems and interactive experiences.
- Conceptualize creative and promotional user-centered design solutions for enterprise mobility solution businesses, such as Motorola, Wacom and Zebra technologies from pre-production to post production.
- Develop interactive prototypes to demonstrate page flows and responsive design solutions.
- Generate custom digital experiences using the Adobe Creative Suite and Invision, e.g. Microsites, landing pages, electronic direct mails (EDM), product tours amongst others.
- Mentor and provide oversight and consulting on multiple user interactive projects with junior designers.
- Communicate neutrally, empathically and comfortably with team members, clients and customers to create vision, conceive and edit designs.

### Scroll Design Inc. | Owner / Freelance Designer

Miami, FL | 04/2011 – Present

- Led projects through strategy, prototyping, iterations and development with original designs for small and mid-sized businesses including new websites, brands, graphic designs and logos, collateral and other promotional materials.
- Maintain extensive style guide and create interactive design systems to ensure a successful and consistent user experience.
- Notable clients include: Geobana, Kundalini Life, Miami Convertibles, Emede Electric and Drago Gear.

### Office Depot Corporate | Senior Designer

Boca Raton, FL | 07/2012 – 08/2013

- Assisted Creative Manager by leading team of three designers and one graphic artist.
- Involved in all stages of the creative process, from initial concepts to final production.
- Provided artistic direction at photo shoots by developing photo plans and mood boards; suggested styling techniques to video production team.
- Effectively translated brainstorm ideas into design and layout.
- Oversaw creative development of national direct mail program with monthly distribution of 7.5M printed pieces.

### Office Depot Corporate | Graphic Designer

Boca Raton, FL | 07/2007 – 06/2012

- Designed and built marketing solutions to support B2B and retail clients.
- Established design standards and templates for core communication vehicles including sell sheets, newsletters, advertisements, etc.
- Created several environmental graphics and tradeshow booths to support business-to-business and retail campaigns.
- Worked and coordinated efforts between several projects simultaneously.

See my Work

