

## CONTACT

Phone: (+1) 575 430 5913  
E-mail: justinsantiago2016@gmail.com  
Website: justinsantiago.com

## OBJECTIVE

I want to succeed in an innovative and challenging environment while building the success of the company. I am a dedicated, focused, professional, and well rounded individual who wants to use my skill set to provide growth and excellence.

## TOP SKILLS

- Web Design
- Graphic Design
- Product Design
- Digital Marketing
- Strategy
- Communication
- Leadership
- Creativity

## TECHNICAL SKILLS

### Adobe CC Suite

- Photoshop
- Illustrator
- InDesign
- Bridge
- XD
- Premiere Pro
- Lightroom
- Acrobat
- Dreamweaver
- Camera Raw

### Microsoft Office

- Word
- Excel
- PowerPoint
- Outlook

### Coding Languages

- HTML
- CSS
- Javascript

### Other

- Windows OS
- Mac OS
- WordPress
- Divi Theme Expert
- Google Analytics
- DSLR
- Photography

## EDUCATION

May 2013

**Bachelors of Individualized Studies**  
New Mexico State University

Major:  
Individualized Studies

Minors:  
Art History, Studio Art, History

May 2016

**Associates of Applied Sciences**  
New Mexico State University :  
Doña Ana Community College  
Concentration:  
Digital Graphics Technology

# JUSTIN SANTIAGO

DESIGN | MARKETING | DEVELOPMENT

## EXPERIENCE

December 2020 - Present

UI/ UX , Web, &  
Graphic Designer  
[SINUATE MEDIA](#)

### RESPONSIBILITIES:

- Employ strategic thinking to develop concepts and present original ideas and graphic solutions to clients.
- Develop websites, landing pages, banners, & promotional materials to increase achieve successful KPI metrics for clients
- Conceive and execute consistently branded campaigns across multiple channels of distribution
- Demonstrated interpersonal skills by establishing and maintaining positive working relationships with clients and prospective clients.

January 2022 - Present

**ADJUNCT PROFESSOR**  
[DOÑA ANA COMMUNITY COLLEGE](#) | [NMSU](#)

### RESPONSIBILITIES:

- Taught classes on HTML, CSS, Dreamweaver, WordPress, Webflow, and file management
- Designed curriculum including, lectures, exercises and project samples
- Evaluated and debugged student code
- Facilitated student learning with group and individual help

July 2019 - December 2020

**Communication Specialist Sr.**  
[ARROWHEAD CENTER](#) | [NMSU](#)

### RESPONSIBILITIES:

- Build on and maintain responsibilities from Program Coordinator position
- Rebuilt website with an emphasis on SEO and UI/UX design resulting in a lower bounce rate and increased web traffic
- Manage social media marketing and a team of design students which has led to a consistent increase in engagement and reach of 5% quarterly
- Develop resources for small businesses during COVID-19 pandemic

Nov 2017 - June 2019

**Program Coordinator**  
[ARROWHEAD CENTER](#) | [NMSU](#)

### RESPONSIBILITIES:

- Coordinate with program directors and communication teams for projects and initiatives
- Conduct photoshoots for events
- Develop and implement marketing, communication, and brand strategies and initiatives for programs
- Collaborate with cross-functional teams from ideation to production
- Employed strategic marketing material to increase the outreach of Arrowhead Center
- Lead and mentor a team of student designers to create marketing materials
- Develop procedures to improve ensure quality, consistent messaging across social media and online presence

April 2015 - Oct 2017

**Graphic Designer, Assc.**  
[ARROWHEAD CENTER](#) | [NMSU](#)

### RESPONSIBILITIES:

- Assist in design of all branding and communication material, to include print, web, and digital collateral
- Assist in research, writing, and coordination of those materials

## CERTIFICATES

**Certificate of Creative Media Technology**  
New Mexico State University  
May 2016

**Google Analytics for Beginners**  
Google  
Jan 2019 - Jan. 2021

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### 01. Arrowhead Center Impact Report

Developed branding and designed page layout with an emphasis on visual storytelling and displaying of data in a visual way.



### 02. Dental Associates Brochure

Trifold brochure design with an emphasis on brand awareness and conversions for dental procedures.



### 03. NM Workforce Connection Campaign

A multi-facet campaign consisting of flyers, billboards, and social media. The goal was to drive awareness and increase to program participation.



### 04. Las Cruces Urgent Care Brand

Full brand identity creation, including logo, brand guide, mailer, business cards, website, and digital ads.



### 05. Center of Innovation Program Guide

Printed program focused on visual storytelling with an emphasis on data and program awareness.



### 06. The Promise School Brochure and Social Media campaign

Private school enrollment brochure and social media campaign development focusing on boosting awareness and enrollment.



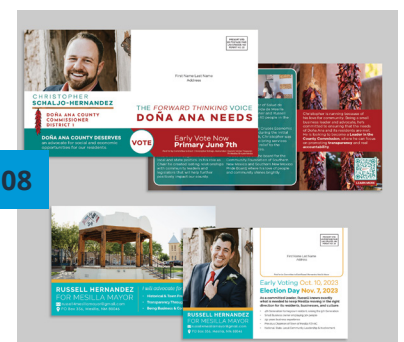
### 07. Spaceport America Brochure

Trifold brochure design and layout focusing on stats, location, and features to advertise the capabilities of the facility and the area.



### 08. Mailers

Designed, printed, and mailed, mailers for different clients. Emphasis on brand awareness while maintaining mailing guidelines.



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## PRINT & GRAPHIC DESIGN

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### 01. Create The Startup

Create the Startup is a passion project of mine where I teach people how to start a business around creativity on solid business principles. Built on WordPress in the Divi Theme

[createthestartup.com](http://createthestartup.com)

### 02. Ejji Ramen

Ejji Ramen needed a customized solution for a mobile first website. Utilizing custom CSS, I was able to deliver an elegant solution. Built in the Divi theme.

[ejjiramen.com](http://ejjiramen.com)

### 03. Center of Innovation

Center of Innovation utilized a custom built business solution to optimize and organize their multi-tiered, government contract business. Built in Divi theme.

[centerofinnovationnm.org](http://centerofinnovationnm.org)

### 04. Structured Logistics

Structured Logistic needed brand identity as well as an SEO optimized website. Built in Divi theme.

[structlog.com](http://structlog.com)

### 05. Arista Development

Arista needed an elegant updated solution to their outdated website, requiring web app integration. Built in Divi theme.

[aristadevelopmentllc.com](http://aristadevelopmentllc.com)

### 06. Approach Positive

I art directed and built out this marketing agency automation website. Ecommerce integration using WooCommerce. Built in Divi theme.

[approachpositive.com](http://approachpositive.com)

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## WEB DESIGN

