

# JUAN CARLOS SANTOS ANDRADE

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## EDUCATION

### Master of HCI + Design

University of Washington  
Seattle, WA | Sep 2020 - Aug 2021

### MA Arts Administration

Columbia University  
New York, NY | Sep 2016 - May 2019

### BFA Design and Technology

Parsons School of Design  
New York, NY | Aug 2009 - May 2013

## SKILLS/TOOLS

### Design

Human Centered Design  
Concept Ideation  
Storyboarding  
Wireframing  
Iterative Prototyping  
UI/Visual Design  
Video Editing

### Research

User Research  
Usability Testing  
Data Synthesis  
Competitive Analysis

### Tools

Figma  
Adobe Creative Suite  
Protopie  
Miro  
HTML/CSS

## UX PROJECTS

### UX Design Lead

Qulab | Capstone Advised by Google  
Seattle, WA | Jan 2021 - Aug 2021

A web platform for women in quantum computing to collaborate on projects and grow professionally.

- Planned user research, including participant recruitment, design of interviews, and activities.
- Conducted 14 interviews with experts and target users, synthesized data into actionable insights.
- Developed design principles and concepts that aligned with user needs.
- Collaborated with team to develop storyboards, wireframes, user interfaces, and design system.
- Produced high-fidelity visual mock-ups, filmed and edited product videos to present the concept to potential stakeholders for feedback.

### UX Design Lead

Sprout | MHCI+D Class Project  
Seattle, WA | Jan 2021 - Mar 2021

A home IoT device that facilitates connection with distant relatives via tracking a child's growth.

- Conducted preliminary research, thematic analysis, and development of concepts.
- Collaborated with other designers to develop user interfaces, visual design, and prototypes.
- Planned and conducted 3 Wizard of OZ user tests with adults and children.

## EXPERIENCE

### Design Intern

Unleashing Exhibition | Teachers College  
New York, NY | Nov 2017 - May 2018

Designed the website and materials for a college-wide multi-media cultural exhibition.

- Researched, iterated, and designed the exhibition's branding, including color, typography, and iconography to develop a visible identity within the university campus.
- Created communication materials with modular designs to distinguish them from other university events and facilitate their immediate creation when needed.
- Designed the exhibition website to allow visitors to find exhibition events and artwork info easily.

### Web Design Consultant

SENACYT  
Panama City, PA | Feb 2015 - May 2016

Designed and developed websites for the organization's initiatives and public-facing programs.

- Strategized and developed the information architecture of the new main institutional website to facilitate new simplified web navigation for users.
- Collaborated with cross-functional partners to understand user needs and implement user-friendly interfaces to modernize existing web pages according to new brand guides.
- Led and developed web and mobile websites for new public-facing programs and events that increased online and public exposure to the institution's activities.

### Design Consultant

UNICEF  
New York, NY | Sep 2013 - Dec 2014

Revamped the information and communications tools for internal and external use.

- Developed the wireframes and template pages for the organization-wide intranet transition to Microsoft SharePoint.
- Worked cross-functionally with Human Resources to design and implement informational recruitment materials for web and print.
- Ensured organizational branding standards were followed by external vendors and services.