

# Samantha Rose Cruz

Product Designer, and Front End Web Developer with 5 years of experience. I create design systems & is responsible for product direction.

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## WORK EXPERIENCE

### Senior UI Designer (Freelance)

*December 2018 -Current*

[Effective Digital](#)

Effective Digital works primarily with it's in-house apps: GreenOrbit, DataInTrans, and ADWEB Software. I've worked across different projects along with a few Bespoke projects under ED, which are used by millions of users collectively around the world. I collaborate with the UI and UX teams, spearhead **styleguide creation and maintenance, create visual and interaction designs, prototypes, and research** (for bespoke projects)

### Senior UX Designer

*July 2018 - December 2018 (5 mos)*

[Make Technology](#)

Make Technology is a subsidiary of Ace Saatchi & Saatchi that develops products and services for global and local brands through thoughtful product design, development, and research. I worked primarily on **interaction design, product strategy, and prototyping** both web and mobile projects for different industries such as banking, insurance, healthcare, aviation, and more.

**Senior Product Designer and Frontend Web Developer**  
SplitmediaLabs Philippines

*July 2017 - July 2018 (1 yr)*

Working primarily on **Challonge**, a tournament-management app used by millions around the world including game companies such as Capcom, Blizzard, and other organizers, I collaborate with developers, project managers regarding the scope of a project, setting goals and sprint planning, spearhead **product direction**, and create **visual and interaction designs**. I also code my designs with semantic **HTML, CSS and Javascript**, and ensure browser and device compatibility. I also create web application **style guides** for consistency, maintainability, and scalability.

**UI/UX Designer and Software Engineer**  
Proudcloud

*October 2013 - June 2017 (3 yrs)*

Proudcloud is a software engineering firm that focuses on building products for startups which varies in focus such as law, healthcare, document management, internal company dashboards, delivery, and more. I collaborate with developers, create design systems, create visual and interaction designs, code Ruby on Rails, Phoenix and Elixir, HTML, CSS, and Javascript.

**SKILLS**

- Product Design
- User Experience Design
- HTML5/HAML/Pug
- User Interface Design
- Interaction Design
- CSS3/Sass/LESS

**EDUCATION**

**Diploma in Multimedia Arts**  
STI College - Caloocan

*2011-2013 (2 years)*

**BS Mathematics minor in Computer Science**  
Unibersidad de Manila

*2010-2011 (1 year)*

## ORGANIZATIONS

### **ManilaCSS**

#### Community Manager

Manila CSS is a community that's dedicated to discuss everything under the CSS umbrella through open discussions in online groups and meet ups.

### **Alchemists PH: Philippines Elixir/Erlang Users Group**

#### Designer and Co-organiser

Contribute to the growth of the community through meetups and discussions about Elixir and Erlang

### **Dribbble Philippines: Manila**

#### Former Manager/Organiser

Expanding the Dribbble Community in Metro Manila through organising meet ups and design talks.

Dribbble is an invite-only online community for showcasing designs by selected talented designers from around the world.