

Samantha Rose Cruz

Senior Product Designer

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BIO

Throughout the 10 years of my experience, I had the privilege of working with a diverse range of organizations catering to millions of people. This equipped me with a holistic understanding of the intricacies of designing and leading design teams for both Business-to-Business (B2B) and Business-to-Consumer (B2C) domains, enabling me to navigate the unique challenges and opportunities presented by each.

SKILLS

Design Systems | Product Design & Strategy | Problem-solving | Visual & Interaction Design | Design Leadership | Accessibility | Prototyping | Wireframing | UX Design | Usability Testing | User Research | UI Development

TOOLS

Figma | Sketch | Zeplin | Miro | Git | HTML, HAML, Pug | CSS, Postcss, Sass | Agile Methodology

WORK EXPERIENCE

Senior Consultant at Deloitte [🔗](#)

Oct 2022 - Present

Taguig, Philippines

Designed digital products for various government entities and businesses focusing on logistics, banking, enterprise, and e-commerce which are used by millions of people around the world.

- **Design Systems:** Establish and is responsible for the upkeep of design systems to create consistent, maintainable, and scalable products.
- **Stakeholder Management:** Key player in cross-functional team collaboration, communication, and bridge the gap between design and non-design teams effectively.
- **Product Strategy:** Contribute to business strategic planning and understand the goals, vision, and target audience.
- **Design Presentation:** Articulate the problem, design process, and how we arrived to the solution through effective storytelling.
- **Visual and Interaction Design:** Create user-centered designs with great attention to detail and intuitive user experience.
- **Design Leadership:** Coach and mentor junior designers and provide feedback and next steps towards their growth.
- **Accessibility:** Ensure that digital products are as accessible as possible and pass Level AA Accessibility Standard.
- **Design QA:** Ensure that what is being deployed in staging and production are in line with what was designed.

Senior Product Designer at XSplit [🔗](#)

May 2020 — Oct 2022

Quezon City, Philippines

Spearheaded design operations, user research, and product strategy for XSplit's product suite that caters to more than 15 million people around the world.

- **Product Strategy:** Developed clear strategies on improving user acquisition, improving sign up to first stream numbers, and retention.
- **Design Systems:** Led all design systems effort across XSplit's product suite.
- **UX and User Research:** Conducted user research, usability testing, and competitive analysis to help understand our audience, competitors, and the state of content creation / video landscape.
- **Design Leadership:** Coached, mentored, and provided feedback to junior designers and developers.
- **Design Operations:** Spearheaded the streamlining and optimizing design processes, tooling, collaboration, workflows, upskilling and scaling the design team.

Product Designer at Goodwall (Consultant) [↗](#)

Aug 2019 - Apr 2020

Switzerland (Remote)

Senior UI Designer at Effective Digital (Consultant) [↗](#)

Dec 2018 - Aug 2019

Australia (Remote)

Senior UX Designer at Make Technology [↗](#)

Jul 2018 - Nov 2018

Makati City, Philippines

Make is a digital & innovations agency backed up by a 100-strong communications agency at Ace Saatchi & Saatchi. We worked with local brands and corporations improve their digital products and experiences

- **Visual and Interaction Design:** Created intuitive designs with focus on aesthetics and user experience.
- **Design Thinking and Workshops:** Facilitated workshops to solve problems through design thinking.

Senior Product Designer at SplitmediaLabs (now XSplit) [↗](#)

Jul 2017 - Jul 2018

Quezon City, Philippines

With a multicultural and diverse team, SplitmediaLabs build apps for players, content creators, eSports, and more. I worked primarily on Challenge, a tournament platform that allows you to create and manage your tournaments.

- **Visual and Interaction design:** Improved the Challenge UI and establish its new look.
- **Collaboration:** Collaborated with the product owner, developers, and other members of the team by setting goals and sprints.
- **Product Strategy:** Contributed to the scalability of Challenge as a digital product, its improvements, features, and overall experience.
- **Frontend Web Development:** Coded HTML (HAML), CSS (Sass), and Javascript.
- **Style guides:** Created living style guides within the codebase for consistency.
- **CSS Architecture:** Established and maintained best practices in CSS file structure and organization.
- **Cross-platform Compatibility:** Ensured that applications are functional across different browsers and devices.

UI/UX Designer and Frontend Web Developer at Proudcloud [↗](#)

Oct 2013 - Jun 2017

Quezon City, Philippines

- **Visual Design and Interaction:** Created visually appealing web and mobile interfaces.
- **Frontend Web Development:** Translated design to semantic HTML, CSS and Javascript for Ruby on Rails and Elixir applications.
- **CSS Architecture:** Followed and established best practices in CSS file structure and organization.
- **Cross-platform Compatibility:** Ensured that applications are functional across different browsers and devices.
- **Style guides:** Created web application style guides for consistency.
- **Automated tests:** Created automated tests for Ruby on Rails applications using RSpec.

ORGANIZATIONS

ManilaCSS - Founder and Community Manager

Founded ManilaCSS, aiming to promote CSS best practices, discover what's new, and gather professional and amateur developers to talk about anything under the CSS umbrella.

Tambayan404 - Co-founder

Tambayan404 is the biggest Discord community for Filipinos in Tech and general tech enthusiasts to have fun, do knowledge-sharing, and unwind.

EDUCATION

STI College Caloocan

2011 - 2013

Diploma in Multimedia Arts - Graduated with High Honors GWA/GPA 1.21

Universidad de Manila

2010 - 2011

B.S Mathematics minor in Computer Science