

Samantha Rose Cruz

Senior Product Designer

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PROFILE

I'm a Senior Product Designer with 10+ years of experience designing impactful digital experiences for global users. Currently a Senior Consultant at Deloitte, leading design strategy and systems across large-scale B2B and B2C products. Combining a background in front-end engineering with deep UX expertise, I thrive in cross-functional, multicultural teams.

CORE SKILLS

Product Design & Strategy | UX Design & Research | Design Systems | Design Leadership & Mentoring | Stakeholder Management | Visual & Interaction Design | Accessibility (WCAG AA) | Prototyping | Wireframing | Usability Testing | 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

- Led the creation and maintenance of design systems used by 6+ enterprise projects for various industries based in Australia, increasing UI consistency and team velocity.
- Ensured WCAG AA compliance across all designs, improving accessibility for more than 8.7 million users.
- Collaborated with cross-functional teams to align business strategy with user needs through design solutions, structured storytelling and stakeholder workshops.
- Mentored junior designers, supported hiring efforts, and led design operations, including learning and development initiatives to grow team capability and cohesion.

Senior Product Designer and Web Developer at XSplit

May 2020 - Oct 2022 (2.5 yrs) | Quezon City, Philippines

- Developed and implemented product strategies that increased user acquisition and improved conversion from sign-up to first stream from 88% to 95%, contributing to overall user retention and engagement for XSplit's 15 million users.
- Led the end-to-end development and governance of scalable design systems across XSplit's product suite, enhancing design consistency and improving cross-functional efficiency.
- Planned and executed user research, usability testing, and competitive analysis to drive informed design decisions, uncover user pain points, and align product direction with trends in the content creation and streaming space.
- Mentored and provided continuous feedback to junior designers and front-end developers, fostering a culture of growth, collaboration, and design excellence.

- Streamlined and scaled design operations by improving processes, tooling, and workflows, resulting in faster delivery cycles, better team collaboration, and enhanced cross-functional alignment.

Product Designer at Goodwall (Consultant)

Aug 2019 - Apr 2020 (7 mos) | Switzerland (Remote)

Senior UI Designer at Effective Digital (Consultant)

Dec 2018 - Aug 2019 (9 mos) | Australia (Remote)

Senior UX Designer at Make Technology

Jul 2018 - Nov 2018 (5 mos) | Makati City, Philippines

- Crafted intuitive, user-centered interfaces with a strong emphasis on visual aesthetics and seamless interaction patterns, enhancing usability across multiple local client projects.
- Facilitated cross-functional design thinking workshops to align stakeholders, uncover user needs, and co-create solutions that addressed business and customer challenges.

Senior Product Designer at SplitmediaLabs (now XSplit)

Jul 2017 - Jul 2018 (1 yr) | Quezon City, Philippines

- Redesigned the UI and visual identity of Challonge, improving usability for a global tournament management platform
- Contributed to product strategy and feature planning to support scalability and enhance the user experience.
- Developed front-end components using HAML, Sass, and JavaScript, and maintained living style guides within the codebase.

UI/UX Designer and Frontend Web Developer at Proudcloud

Oct 2013 - Jun 2017 (3.7 yrs) | Quezon City, Philippines

- Designed and developed responsive web and mobile interfaces using HTML, CSS, and JavaScript for Ruby on Rails and Elixir apps for early-stage local and overseas startups.
- Collaborated with cross-functional teams to deliver polished, user-centric digital products across platforms.

ORGANIZATIONS

ManilaCSS - Founder and Community Manager

Founded a 1,300+ member community promoting CSS best practices in the Manila.

Tambayan404 - Co-founder

Co-founded one of the largest Filipino tech Discord with 1500+ members.

EDUCATION

STI College Caloocan

2011 - 2013

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

Universidad de Manila

2010 - 2011

B.S Mathematics minor in Computer Science