Helder Santos

Digital Designer

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Summary

Extensive Technical Expertise

- Proficient in UX/UI design, HTML, Motion Graphics. Skilled in creating animated HTML5 ads, email campaigns, and responsive web designs using tools like Adobe CC, Salesforce Marketing Cloud, and Litmus. Experienced in SEO/SEM and network administration.

Proven Leadership & Collaboration

- Successfully led cross-functional teams, including onshore and offshore developers, to deliver high-quality digital projects. Coordinated high-volume ad production, improved brand standards, and trained teams on best practices for email newsletters and design tools. Thrived in Agile environments, consistently meeting deadlines and exceeding expectations.

Diverse Industry Experience

- Delivered impactful results across industries, including retail (Best Buy Canada), IT solutions (Navantis Inc.), energy (Direct Energy), and finance (Scotiabank). Designed and developed websites, microsites, and marketing collateral, while driving process improvements and achieving certifications.

Technical Knowledge

Skills

- User Experience & Interactive Design
- Email/ Newsletters
- Banner Ads
- Motion Graphics
- Video Editing
- SEO & SEM
- AMPscript, Javascript, jQuery, Angular JS, XML, ASP.NET

Software

- Adobe Creative Cloud
- Salesforce Marketing Cloud
- Litmus
- Grunt/Gulp
- Visual Studio
- MS Office
- Miro
- Figma

Experience

Best Buy Canada, Vancouver BC   2017 - 2025

Best Buy Canada, the nation's leading multichannel consumer electronics retailer, attracts over 280 million annual visits, with 80% of customer interactions occurring digitally.

Production Coordinator & Digital Advertising Designer

- Designed and deployed 100+ animated HTML5 display ads across Google Campaign Manager, Facebook, Instagram, and TikTok.
- Built and tested 12+ promotional emails monthly using Litmus and Salesforce Marketing Cloud, maintaining 99.9% inbox deliverability.
- Managed 300+ asset deliverables per quarter in Agile environment, maintaining 100% deadline adherence.

- Streamlined ad production by developing brand-compliant templates that reduced design turnaround time.
- Onboarded new designers on workflows, reducing ramp-up time by 50%.

Navantis Inc., Toronto, ON   2012 - 2015
Navantis is a leading IT solutions company with 160+ employees across North America and South Asia, delivering enterprise IT services to large and mid-sized organizations.

Web UX/UI Developer
- Engineered 15+ responsive websites using HTML5, CSS3, JavaScript/jQuery, converting SharePoint CMS designs into functional ASP.NET pages with 100% compatibility.
- Led and mentored 12-member cross-continental team (NA/SA) in deploying complex tech infrastructure, improving deployment efficiency by 40%.
- Implemented standardized coding practices that reduced QA issues by 25% across all regions.
- Partnered with enterprise clients to define technical requirements, delivering all projects on-time and under budget.
- Maintained 8 SharePoint CMS sites with ASP.NET integrations, achieving 99.9% uptime across IIS6/IIS7 environments.

Direct Energy Marketing LTD, Toronto, ON   2005 - 2012
Direct Energy is one of North America's largest energy providers, serving nearly 5 million residential and commercial customers.

Senior Web Producer/Designer
- Designed and developed responsive HTML/CSS/JavaScript templates, improving page load speeds and cross-browser compatibility.
- Managed corporate and customer-facing websites (CMS), ensuring 99.9% uptime and seamless UX.
- Executed high-impact digital ad campaigns, increasing click-through rates.
- Partnered with PMs, product teams, and stakeholders to design and launch web products, directly supporting revenue.
- Played a key role in achieving Ontario EPCA certification by auditing IT infrastructure, optimizing 20+ critical applications for compliance.

Professional Development

Front-End JavaScript Frameworks: AngularJS – Certificate   2016

Code with HTML, CSS, JavaScript – Certificate   2016

Responsive Web Design – Certificate   2016

Front-End Web UI Frameworks and Tools – Certificate   2015

HTML, CSS and JavaScript – Certificate   2015