

Helder Santos

Digital Designer

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Summary

UX/UI

- Designed and developed websites, SEM campaigns, email and newsletters for multiple stakeholders (Direct Energy) based in North America, while assisting in the development and implementation of suitable strategies to meet their business objectives for over seven years.

Requirements Analysis

- Obtained requirements specificity and offered expertise in redefining these parameters developing, on average, five pieces of quality web content per month, including highly impactful email and marketing SEM microsites focused on brand, user experience and web metrics.

Process Improvement

- Led web production teams on multiple high-profile projects and provided mentorship to junior developers. Updated existing business operations' procedures including those that decreased average processing time by 50% (Navantis).

Technical Knowledge

Skills

- User Experience & Interactive Design
- HTML & CSS
- Javascript, jQuery, Angular JS, XML, ASP.NET, Sharepoint
- Email & Newsletters
- Banner Ads
- SEO & SEM
- Image & Video Editing
- Animation
- Information Architecture
- Project & Team Management
- Network Administration

Software

- Adobe Suite
- Brackets
- Grunt/Gulp
- Visual Studio
- MS Office

Experience

Independent Contractor, Vancouver BC

2016 – Present

Communication consulting services and solutions for ethical businesses.

Web Consulting & Graphic Design

- Provided research, strategy, planning, visualization, branding & experience design of responsive microsites for clients that include a small non-profit dance theatre and a visual designer-owned business.
- Created and designed pamphlet illustration concepts from sketches and developed collateral including posters, advertisements and graphic assets.

Navantis Inc., Toronto, Ontario 2012 - 2015

IT solutions company employing over 160 people in North America and South Asia providing services and premium enterprise IT solutions for large and mid-sized firms.

UX/UI Developer

- Developed websites in HTML/CSS/Javascript/jQuery and CMS SharePoint on a project by project basis. Converted concept designs into ASP.NET pages to client specifications.

- **Leadership** - Led and monitored both onshore (North America) and offshore (South Asia) development team's activities supporting complex technology infrastructure and online applications.
- **Requirements Analysis** - Negotiated with clients to determine project requirements and timelines, prepared presentations, offering guidelines and methodologies to ensure information integrity.
- **Network Administration** - Supported and maintained various existing SharePoint CMS sites and server networks. Experienced with ASP.NET and IIS6/IIS7 servers.
- **Process Improvement** - Provided mentoring to the offshore development team in local business culture, priorities, processes and technologies to ensure optimal productivity and execution of deliverables.

Direct Energy Marketing Limited, Toronto, Ontario

2005 - 2012

One of North America's largest energy and energy-related services providers with nearly 5 million residential and commercial customers.

Senior Web Producer & Web Designer

- Created HTML/CSS/Javascript templates, managed customer and corporate websites and online advertising (CMS, databases, proprietary applications) in an agile environment for stakeholders across North America.

Project Coordination

- Collaborated with project managers and other members of the product development team to conceive, design and launch web products to satisfy business requirements. Translated requirements, prepared quotes, project timelines, documentation and presentations.

Process Improvement

- Participated in knowledge sharing activities while improving operational excellence and team performance.
- Contributed to a successful Ontario EPCA certification through review and analysis of IT-related infrastructure and applications.

Scotiabank, Toronto, Ontario

2004 - 2005

A leading provider of financial services serving a range of banking products to 23 million customers in North and Central America and parts of Asia.

Graphic & Web Designer

UX/UI

- Designed and produced online advertising (banner ads using rich media) for public and third-party sites, posters, brochures, flyers and interactive kiosk displays for internal clients.

Requirements Analysis

- Produced templates for internal clients, using proprietary CM solution.

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