

Jimmy A. Santos

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Sr. UX/ User Interface Designer

Zynga | Playa Vista, CA November 2010 -Current

- Produce UI designs in the form of sketches, storyboards, flow diagrams, wire frames, and other prototypes.
- Helped create a better UX flow on creating a challenge, selecting a unit within inventory and store menus.
- Help manage UI team, creating style guides and templates for more efficient work flow.
- Conceptualize and designed better interface for new and existing game products.
- Created flows from PRDs before going into design and production phase

Dir. User Experience Design

Tsavo Media | Santa Monica, CA Sept 09- Nov-2010

- Contribute to online usability standards to ensure that company products offer a proficient, effective & consistent user experience
- Collaboration with Product and Engineering teams in the planning and development stages
- Advised on new and cutting edge usability techniques, and methodology process improvements.
- Create the vision for implementing and developing, the user experience
- Formulate solutions that balance user goals and business goals
- Responsible for UX/ Design for all Ovast products, which includes Daymix.com search, Twithority, iPad and iPhone apps
- Lead the UX & Design team through the entire lifecycle of each project

UX Designer/ Art Direction

Yahoo! | Santa Monica, CA Feb 03- Feb 2009

- Work closely with Editorial, Product and Marketing leads to assess creative needs and develop compelling effective design solutions for both online marketing campaigns and user interface / web development projects.
- Conceptualize multiple options, design specifications, and interaction for all design projects.
- Designed User interfaces for the Yahoo! 2006 Turin Olympics.
- Created and implemented interface for FIFA World Cup 2003 & 2006.
- Designed user interface for Yahoo! Video platform.
- Designed and helped conceptualize various redesigns for Yahoo! News, Sports, and Games.

Lead Designer

AOL/ Netscape! | Mountain View, CA March 2002- Feb 2003

- Designed various online advertising for Netscape 7.0, Netscape Hub Channels and AOL Instant messenger
- Designed and produced print collateral, promotions and packaging for Netscape 7.0 launch
- Helped conceptualize new redesign modules for Netscape 7.0 and AOL products

Online Art Director

CNET | San Francisco, CA March 1999- April 2001

- Developed strategic co-branding with Amazon, Netscape, Yahoo and AOL.
- Worked closely with marketing to better understand the strategic approach and help maintain the CNET goals.
- Helped maintain a consistent user experience throughout CNET site.
- Conceptualized and designed user interface, which improved the user experience and visual design.
- Lead other designers through work and progress with positive feedback, which help maintain a good morale within the creative and other departments.

Art Director

Digitas | New York, NY March 1998- January1999

- Provided strategic solutions and design direction on a project basis, for clients at the following
- Interactive companies: American Express and Time Life.
- Worked closely with copywriters to maintain strategy development throughout projects.
- Articulated and maintained a professional work ethic under tight deadlines.

University of New York at Buffalo

Graphic Design

New York Institute of Technology

Design