# CHRISTIAN SANTARELLI

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## PROFESSIONAL SUMMARY

Hi, I'm Christian, a product designer (UX) residing in Philadelphia Pennsylvania. I currently work for SofterWare Inc. which creates apps that non-profit's and charities use to help supercharge their fundraising. I have been interested in user experience design ever since purchasing my first iPod in 2004. This device showed me the difference that a usercentered design approach could make.

Ever since then I have been suffering from "Early Adopter Syndrome", often trying new products and services to learn how companies design for bleeding-edge technology.

## EXPERIENCE

### Senior UX Designer, SofterWare Inc., Fort Washington, PA — 2020-Present

• Led product design of new donation forms product, DonorPerfect Forms.

• Implemented FullStory and Segment.io to gather product analytics and user behavior data.

• Created a design system for new donation forms product and contributed to branding effort.

• Conducted usability tests and user interviews to validate ideas and assumptions from product teams.

• Participated in hiring two Senior UX designers and one UX Researcher, tripling the size of the UX team.

• Verified correct rendering and functionality of designs with thorough testing.

• Collaborated with Business Analysts and Product Managers to define requirements and user stories.

### UX Designer, SofterWare Inc., Fort Washington, PA — 2016-2020

• Designed visual layout for SofterWare's web applications to enhance the aesthetic appeal and maximize usability.

• Worked with multiple concurrent development teams to refine requirements.

• Translated design concepts into markup, CSS, HTML, and digital assets for developers to deploy.

• Lead efforts to implement usability research tools to enhance client satisfaction.

• Established usability testing standards and procedures.

• Lead efforts to both design and architect a new online fundraising web application.

• Helped to establish UI standards by creating a design system.

### Strategic UX Designer, Thompson Reuters, Philadelphia, PA — 2014-2015

• Created pixel-perfect mockups of new features for the Web of Science and InCites web applications.

- Composed user flow diagrams for new and existing features.

- Produced functional HTML and CSS from design mockups.

- Conducted external usability tests with leading scientists around the globe.

- Independently championed new designs and workflows for usability roadblocks.

## EDUCATION

**Drexel University, Philadelphia, PA — Bachelor of Science, Information Technology**

## SKILLS

Product Design, Wireframing, Prototyping, Mockups, Interaction Design, Sketch, Figma, FullStory, Confluence, UXPin, User Interviews, Competitive Analysis, Usability Testing, Roadmap Planning

## SIDE PROJECTS

### NFT PawnShop

A web3/DeFi project I am currently contributing to in my free time. The app allows users to issue and fund NFT (Non-Fungible Token) backed loans

### DAFDAO

A project started in December 2021 to form a DAO (Decentralized Autonomous Organization) leveraging PoolTogether no-loss lotteries and donating winnings to charity.