

Nallieli Santamaria

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profile

Leveraging a multi-disciplinary background in human-centered design, strategy, and organizational behavior, I create systems, products and services that delight and empower consumers.

design awards

- **INDEX | AIGA Redesigning Water's Future** Finalist 2009
- Sustainability project to be showcased at **United Nations Conference for Climate Change and Copenhagen Design Week**
- **1st Place Samsung Design Competition** 2008

education

IIT INSTITUTE of DESIGN

MA Design Methods, 2008-2009

- Curriculum in human-centered design, strategy and research

NEW YORK UNIVERSITY

MA Org. Behavior, 2001-2003

- Founder, Organizational Development Association
- Stern MBA coursework: Strategy, Marketing and Management

U. of CALIFORNIA, LOS ANGELES

BA Psychology

- Habitat for Humanity member

skills

- Fluent in Spanish
- Software: Word, Excel, Visio, PowerPoint, Photoshop, InDesign

personal

- Extensive travel: Eastern and Western Europe, Asia, Latin America, and the Middle East

experience

BUSINESS INNOVATION FACTORY, Providence, RI

Design Research Strategist (Student Experience Lab project), 2009

- Conducted ethnographic research and expert interviews to bring a system-level understanding to higher education reform from the student perspective.
- Outcomes will include a media-rich, interactive website to reshape the reform conversation using the power of the student voice and to foster change.

SAMSUNG ELECTRONICS, Los Angeles, CA and Seoul, Korea

Design Intern, Summer and Winter 2008

- Collaborated with cross-disciplinary team to research and conceptualize an award-winning line of sustainable products; presented to Samsung executives in Korea in competition with other multi-national, innovation teams.
- Conducted trends analysis to identify emerging consumer perceptions and preferences; visualized findings to inspire designers and marketers.

MISI COMPANY, New York, NY

Senior Usability Strategist, 2007

Primary Clients: National Basketball Association, Dun & Bradstreet

- Managed team of six through full-cycle usability assessments including research objectives, discussion guide, recruitment, execution and analysis.
- Developed strategic migration plan for legacy application to new solutions.
- Expanded relationship for follow-on usability testing and iterative design.

AVENUE A | RAZORFISH, New York, NY

Strategist, 2005-2006

Primary Clients: Ford, Kodak, Philip Morris, Morgan Stanley, CIGNA

- Performed ethnographic research to develop personas; helping clients and designers better understand customer mindsets, needs and behaviors.
- Evaluated client competitive landscapes and tracked emerging technology and consumer trends to identify opportunities and risks to project success.
- Conducted stakeholder and user interviews/surveys to define and prioritize site branding elements, content needs, and functional requirements.
- Drove process mapping to highlight sources of human and technology bottlenecks and improve client organizational efficiency.
- Created business development collateral for numerous successful pitches.
- Led Strategy community in AA|RF knowledge management/wiki committee.

PUBLICIS MODEM (formerly Modem Media/Digitas), Norwalk, CT

Strategy Associate, 2004-2005

Primary Clients: IBM, Kraft, PriceWaterhouseCoopers

- Developed strategies for customer facing sites and employee intranets.
- Conceived metrics plans to evaluate and optimize marketing programs.

McCANN-ERICKSON, Los Angeles, CA

Assistant Media Planner, 2000

Primary Clients: Nestlé - Carnation, Fancy Feast, Friskies

- Performed quantitative market research to craft media buy recommendations.
- Cultivated publisher relationships in negotiating ad pricing and placement.