

Yza Santiago

Sta. Rosa, Laguna, Philippines

Linkedin: <https://ph.linkedin.com/in/itswyza>

Mobile: +63916-263-9898

Email: itswyza@gmail.com

Website: www.itswyza.com

As an experienced professional, I help businesses solve product challenges by focusing on the design and development of features for new and existing products. I'm taking responsibility for the full product development lifecycle from initial concept to successful launch. My areas of focus are the following:

UI/UX | User experience design | product design and development
instructional design | eLearning development | learning management systems

EDUCATION

University of the Philippines Los Banos, College, Los Banos, Laguna, Philippines

Bachelor of Science in Development Communication, major in Educational Communication, 2004-2008

WORK EXPERIENCE

TTEC, *Instructional Designer*, Feb 2022 – Present

- **As content manager:** facilitate use of an LMS; manage content and knowledge artifacts used both in training and production; maintain source materials for content development
- **As instructional designer:** design, develop, deliver and enhance virtual training programs; support the Global Learning Delivery team in the curriculum design and redesign; analyze learning data to monitor performance & predict learner success
- **Deliverables:** job guides, newsletters, instructor-led modules, self-paced interactive modules, reports
- **Tools:** Articulate Storyline 360, Rise, Lighthouse (KMS), SAP Litmos (LMS), MS office

Diwa Learning Systems, Inc, *Senior Product Development and Innovations Specialist*, June 2017 – Feb 2022

Diwa Learning Systems, Inc, *Product Development and Innovations Specialist*, March 2013 – June 2017

Responsibilities:

As Product Manager (2021-2022):

- initiate development of new format for educational SaaS products for viable business opportunity
- research new innovation for product development and prepare comparison guides for recommendation
- gather functional and technical requirements to convert to user stories and product backlog
- manage end-to-end cycle of software product development – from conception, user research, competitor scan, software development, functional testing, usability testing
- **Deliverables:** user flows, user stories, acceptance tests, reports

As Product Designer (2017-2021):

- present designs and product development reports to internal stakeholders
- coordinate with product, engineering and marketing teams for implementation and evaluation of content design and product features.
- ensure product is viably working in market through various user evaluation approaches
- mentor interns (graphic designer, game designer, system developers) on digital product development processes via remote environment
- manage the interns' learning experience and timely submission of deliverables
- quality check internship outputs and provide performance evaluation
- See pdf portfolio as product designer [here](#)
- **Tools:** Illustrator, Photoshop, Figma, In Vision
- **Deliverables:** wireframes, storyboards, mockup designs, prototypes

As Web Designer & Developer (2018-2019):

- manage the design and development of the virtual reality (VR) content hub website housing local and international VR destinations
- develop homepage, how to page, and other necessary pages for the VR content hub
- design single webpages for product description. Project links [here](#), [here](#) and [here](#)
- **Tools:** Illustrator, Photoshop, VS code
- **Deliverables:** wireframes, mockup design, interactive prototype for responsive website, minimum viable product (MVP)

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As Learning Designer and Interactive Content Developer (2017-2018):

- conduct user research and learner analysis for the development of VR contents used by K-12 basic education students
- prepare wireframe and hi-fi prototype of a VR tour before mass production
- design skins, icons, branding assets of the VR tours
- develop, publish and upload interactive VR tours in the eLearning platform
- **Tools:** 3DVista, Illustrator, Photoshop, VScode
- **Deliverables:** VR tours. Check samples [here](#) and [here](#)

As Project Manager (2014-2017):

- monitor and ensure timely delivery during eLearning module development
- supervise the team working on content and module development
- manage the uploading and administration of contents inside the LMS
- process payments to suppliers and project-based personnel (administrative and project supervision)
- generate reports and other project-related tasks

As Instructional Designer (2013-2014):

- conduct learner analysis and coordinate with SME for eLearning manuscripts
- prepare QA and storyboard guidelines & finalize storyboards for junior instructional designers
- review and finalize storyboards for content design
- develop HTML5 courseware prototype before production
- create Table of Contents in HTML5 and add SCORM files for modules
- **Tools:** Articulate Storyline 2 and 3, iSpring Suite

Products delivered:

- ✓ **As Product Manager and Product Designer:** Learning Platform, Enrollment System
- ✓ **Web Designer/Web Developer:** Responsive website that houses the VR contents
- ✓ **As Learning Designer/Interactive Content Developer:** More than 50 VR tours launched as subproduct, VR integrations training (Train the Trainers)
- ✓ **As Instructional Designer/eLearning Developer/Project Manager:** More than 600 multimedia tutorials and interactive activities across various subjects for Grades 7-10
- ✓ **As Content Manager/Content Writer:** A centralized inventory of multimedia contents developed inhouse, a Knowledge Base that IT uses to handle support tickets, Documentation guides and User Manuals

Diwa Learning Systems, Inc, *Learning Integration Specialist*, March 2010– March 2013

- **As consultant:** facilitate use of an LMS; organize school activities using eLearning system
- **As trainer:** conduct student and product orientation; implement technology integration training; facilitate summer teacher training across the country

CERTIFICATIONS / TRAININGS

Course Certificates

- Foundations of UX Design, Course 1 of Google UX Design Professional Certificate via Coursera from Oct 2021 – Dec 2021
- Software Product Management Specialization by University of Alberta via Coursera from Nov 2020 – Feb 2021
- Visual Graphic Design (Basic and Advanced Course in Design and Illustration) by First Academy of Digital Arts from Nov 2015 – Jun 2016

Training

- Code in Place, offered online by Stanford University April-May 2020
 - ✓ Completed a 5-week introductory online Python programming course based on material from the first half of Stanford's introductory programming course, CS106A. Project video [here](#)
- DIWA Hackathon #HacktheProduct V2.0 by Brainsparks, Inc, Jan 20 – Feb 10, 2018
 - ✓ Project video [here](#)
- DIWA #HacktheProduct through Design Thinking by Brainsparks, Inc., Feb 4 – Feb 11, 2017