



CLARA SANTAMARIA

Web Developer

UX Designer & Researcher

Coffee Lover

EDUCATION

Master of Professional Studies -
TISCH School of the Arts, NYU
Interactive Telecommunications Program

Thesis - Made me think of you: Explorations
on Memory and Technology
Photo sorting mobile app + visualization
map of tagging results.
Concept testing - UX development -
UI design - Interviews and Usability
Research

B.A International Relations
Colegio Mayor de Nuestra Señora del Rosario
Bogotá D.C, Colombia

Focus on Sociology
Thesis: "Geopolitical imagination of
Colombia through action movies and Criti-
cal Geopolitics" Research in Action Movies
and how we understand the world!

SKILLS

Product development
UX Design + Research
Concept and Asset Ideation and Design
CMS Design + Development
Python, PHP, JS, HTML + CSS
Community Management
Adobe Creative Suite
Prototyping
Arduino

THINGS I LOVE

Making useful and beautiful things to
better connect people
Analog and Digital Experiments
Learning and adventuring
Connecting Dots
Researching
Telling stories
Making ART
GIFS! GIFS! GIFS!

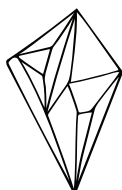
Say hi!

www.csantamariav.com (Under makeover!)

929-444-3039

clara@csantamariav.com

coffeeshops all around Bushwick



EXPERIENCE

Creative Technologist + Community Outreach
Bushwick Abbey - Brooklyn, NY
Dec'15 - Current

Design of a custom website
Identity and branding development
Web and print design
UX design and development for a web based
community outreach app
Community management (online and offline)
Ethnographic field studies and User interviews

Creative Design Fellow
Product Team - Interactive One - NYC
June'14 - July'15

User experience research for CMS (Usability tests and
Interviews)
User behavior research and QA testing for 70+ sites
Design and A/B testing for newsletters and email
campaigns
Quantitative UX research (google analytics + Omniture)
Research and design of a second-screen mobile app

PROJECTS

Surface Workshop
Nov'16 - Feb'17

Custom website design and development
Information Architecture consultancy and development
Identity and branding strategizing and design
Interviews and Usability tests

Madison Square Garden
March'16 - June'16

Information Architecture development
Research, discovery and design for a custom CMS
UX consultancy - Usability and User Interviews

[Eyebeam](#)
Jan'16 - April'16

Back-end web development
Custom CMS development
UX consultancy for CMS and front-end features

WORK-IN-PROGRESS

Keepsake
Interactive Installation
Mar'17 - Teachers College

Concept Ideation, UX Design, Content Creation.
Prototyping and building!

Women's Advocacy
Stickers package for Mobile
Apr'17 - League of Women Voters of NYC

Design and Content Creation