

BARON SANTIAGO

+1 516 717 7585
hello@baronsantiago.com

www.baronmakethispop.com

References available upon request

KEY STRENGTHS

- Blend classic and modern sensibilities to create standout, competitive design solutions
- Deliver fast, efficient, and high-quality work under pressure
- Anticipate outcomes through clear planning, organization, and visualization
- Inspire and mentor teams while leading multiple projects with structure and transparency
- Recognized “client whisperer” trusted for building lasting partnerships and repeat business
- Dependable closer—able to step in, take over, and drive projects to the finish line

AWARDS AND RECOGNITION

- **Transform Awards** - 2019 Best corporate rebrand following a merger or acquisition:
Silver - Poly and Prophet
- **Transform Awards** - 2019 Best visual identity from the technology, media and telecommunications:
Bronze - Poly and Prophet

TECHNICAL SKILLS

Adobe Creative Suite

Illustrator, Photoshop, Indesign

Presentation apps

G-slides, Powerpoint (design and template production)

Illustration

(digital and traditional)

Figma

(UI, UX, design systems, and prototyping)

Knowledgeable in Adobe AfterEffects and

Artwork file production

WORK EXPERIENCE

May 2022 – Current

Freelance Design Director / Designer New York, NY

- Partner with agencies including Interbrand, Siegel+Gale, Prophet, Sullivan, Hugo Collective, Lost Office Collaborative, and Elume Group on brand and design initiatives
- Create digital-first brand systems and visual identities that bridge strategy with creativity
- Drive business development through pitches, relationship-building, and long-term client partnerships
- Deliver solutions across industries including pharmaceuticals, retail, automotive, hospitality, gaming, technology, academia, and beauty/skincare
- Clients include Abbott, AbbVie, UL Solutions, Hyzon, Crown Castle, Choice Hotels, University of Texas at Austin, Qualtrics, Chick-fil-A, and FreshTake Grocery

November 2010 – May 2022

Prophet | Designer - Senior Designer - Design Director New York, NY

- Advanced from Designer to Design Director over 12 years, leading multi-disciplinary teams and guiding complex brand programs
- Bridged strategy and design to deliver cohesive brand experiences across visual identity, verbal branding, and digital systems
- Presented creative solutions to clients, strengthened long-term relationships, and contributed to new business pitches
- Mentored junior talent and influenced hiring decisions to build team capability
- Clients included Mayo Clinic, AbbVie, PwC, Poly, Exact Sciences, Cytiva, eHealth, Dollar General (pOpshelf), Allergan Aesthetics, Abbott, Boston Medical Center, Timex, Keurig, Hershey's, AT&T, IBM Watson Health, PepsiCo, and UnitedHealth Group

May 2010 - October 2010

Creative Circle | Freelance Designer New York, NY

- Delivered logo and identity explorations for small agencies; ranked in top five freelance talents
- Supported clients such as Prophet, the National Football League, and Blur Advertising

August 2008 - May 2010

Crosspoint | Designer Seoul, Korea & New York, NY

- Led brand development through logos, visual systems, and pitch materials in collaboration with the creative director
- Advanced branding for clients including Samsung (Shilla), Lotte, Sejung, and H-Mart

July 2006 - July 2008

LT Apparel | Junior Graphic Designer New York, NY

- Designed catalogs, lookbooks, labels, and client presentations to support brand storytelling and sales
- Collaborated with design teams to create patterns and tech packs for major retailers including Target, Adidas, and Walmart

EDUCATION

May 2025

Google UX Design | Online Online certification course

May 2007

Parsons The New School for Design | NYC Bachelors Degree in Fine Arts majored in Communication Design.

December 2004

Nassau Community College | NY Associate's Degree in Applied Science majored in Commercial Art: Digital Technologies.