Sara I. Santiago Rodríguez

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PROFESSIONAL SUMMARY

Creative marketing professional blending artistic design with research and technology to build powerful user experiences and brand storytelling. Skilled in creating digital campaigns and content strategies that resonate across different platforms. Mostly passionate about innovation in the media industries.

EDUCATION

Master's Degree in Artistic Production — Art and Technology
Universitat Politécnica de Valencia, Spain — September, 2025
Thesis: "Distortion: A Creative Exploration Assisted by Artificial Intelligence Tools"
Relevant Courses: Audiovisual Creation and Contemporary Artistic Practice, Art and Visual Design, Video Production and Special Effects, Animation, Innovation and Entrepreneurship in Artistic Production.

Bachelor of Science in Business Administration — Marketing
University of Puerto Rico, Mayagüez, Puerto Rico — June, 2024
Relevant Courses: Strategic Management, Services Marketing, Integrated Marketing Communications, Global Marketing Strategies, Capstone: Web Design Foundations.

CERTIFICATIONS

Google UX Design — Coursera, 2024
Developed UX research skills, created wireframes and prototypes in Figma, and conducted usability testing for user-centered design.

Meta Social Media Marketing — Coursera, 2023
Learned to design, run, and optimize paid and organic campaigns on Facebook and Instagram, using data insights to improve performance.

SKILLS

Technical Skills:
Adobe Creative Suite, Figma, Procreate, Microsoft 365, Sublime Text

Creative/Marketing Skills:
UX/UI Design, Content Creation, Social Media Strategy, Usability Testing

Languages:
English (fluent), Spanish (fluent)

EXPERIENCE

February 2024 - May 2024
Communication Outreach Intern - Perspectivas Globales, Mayagüez, Puerto Rico,
Designed digital promotional material and managed the company's social media accounts and answered all users' inquiries.

July 2022 - August 2022
Freelance Digital Artist, Hormigueros, Puerto Rico
Created illustration drafts and concept art commissioned by the clients and delivered storyboards for client proposals and animation plans.

June 2020 - July 2020
Mentor - Summer Transportation Institute, Mayagüez, Puerto Rico
Introduced participants to the University of Puerto Rico's engineering programs and academic opportunities.

CREATIVE PROJECTS

September 2025
Distorsión - **Thesis project**
Universitat Politècnica de València - Spain

July 2025
Minimigas - **Short film, editor**
Bauhaus Film Festival - Germany

May 2025
Máscaras - **Animated short, animator**
TransportArte25 Art Festival - Spain

April 2025
Señorita - **Animated short, animator**
Universitat Politècnica de València - Spain