

Sara I. Santiago Rodríguez

Creative Technologist | Multimedia Marketing & UX Strategy

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PROFESSIONAL SUMMARY

Creative technologist specialized in multimedia production, UX research, and digital content strategy. Master's in Artistic Production from Universitat Politècnica de València with research focused on artificial intelligence in creative workflows. BSBA in Marketing that combines strategy, visual storytelling, and human-centered design to create innovative digital experiences.

PROFESSIONAL EXPERIENCE

AI Systems Trainer (Graphic & Video Design) – Outlier | Remote | 2025–Present

- Evaluated AI-generated video and graphic outputs from Playground for quality and narrative coherence.
- Identified audiovisual technical defects to improve model performance and prompt alignment.
- Contributed to AI system refinement for professional media production.

Staff Member – Puerto Rico Film Festival | 2025

- Structured screening timelines for international competition categories
- Managed guest coordination, media positioning, and red carpet logistics
- Assisted in crowd control and live event flow during opening ceremony

Communication Outreach Intern – Perspectivas Globales | 2024

- Designed promotional materials and managed social media platforms for over 20 business owners who were part of the Perspectivas Globales entrepreneurship program.
- Participated in the organization of events such as workshops and presentations for the professional development of members.

Mentor at the Summer Transportation Institute, University of Puerto Rico – Mayagüez, Puerto Rico | 2023

- Observed student performance and recorded relevant data to evaluate their progress.
- Mentored high school students in the use of specialized engineering 3D project software such as Bridge Designer.
- Assisted in managing the timing and coordination of various activities and workshops during the summer institute.

EDUCATION

Master's Degree in Artistic Production – Art & Technology

Universitat Politècnica de València — 2025

- Thesis: Distortion: A Creative Exploration Assisted by Artificial Intelligence Tools

Bachelor of Science in Business Administration – Marketing

Universidad de Puerto Rico — 2024

SKILLS

AI-Assisted Media Production | UX Research & Usability Testing | Video Editing & Animation | Digital Marketing Strategy | Adobe Creative Suite | Figma & Prototyping | Bilingual (English and Spanish)

CERTIFICATIONS

- Adobe Behance Portfolio Certificate — Adobe (2026)
- Adobe Photoshop Certificate — Adobe (2025)
- Adobe Express Certificate — Adobe (2025)
- Google UX Design Professional Certificate — Coursera (2024)
- Meta Social Media Marketing Professional Certificate — Coursera (2023)