

Tatiana Sant'Ana

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AI CONTENT STRATEGIST

WEB DESIGNER

VIDEO EDITOR

UX/UI DESIGNER

Eager and passionate E-commerce newsletter editor and AI Content Strategist with a background in Graphic and Web Design/Development. I solve problems and help people overcome obstacles. Expert in **AI Training and Content Creation** (TikTok, Instagram, YouTube) since November 2024, with deep experience in **Prompt Engineering, AI Workflow Automation, Video Retention, and Growth Hacking.**

Technical Toolkit: CapCut, Canva, ElevenLabs, Midjourney, Luma AI, Seedance, Leonardo, Grok, Google Flow, and many more.

I am passionate about the intersection of psychology, digital media, and technology. If you are looking to scale your digital presence with a data-driven, innovative approach, let's connect."

I care about the details and consider the motion design of affordances to be crucial in creating effective, intuitive interfaces. Looking for a **remote job position**, within a web/app or product design space to utilise my Design/UX/UI Skills and enhance User experiences within mobile, tablet and web-based devices.

Professional Summary

Who I Am

A multi-disciplinary creative professional with **4+ years of experience** as a Web Content Designer, proficient in enhancing user and customer experience by creatively developing new design concepts.

Since **November 2024**, I have expanded my expertise into **AI-driven content creation**, specializing in TikTok, Instagram, and YouTube growth strategies, retention-focused video editing, and AI workflow automation.

I can create wireframes, icons, patterns, style guidelines at varying prototyping ideas. I have front-end coding experience and enjoy working with devs to build ideas out.

Core Expertise

→ AI Content Strategy

Prompt Engineering, AI Workflow Automation, organic growth for social platforms

→ UX/UI Design

End-to-end product design from research to high-fidelity prototypes

→ Web Development

HTML5, CSS3, JavaScript, WordPress, E-commerce platforms

Skills & Expertise

Hard Skills

Design Tools

Figma, Photoshop, Illustrator, InDesign, Adobe XD, Marvel, Miro

Development

HTML & CSS, JavaScript, WordPress, Bootstrap, Materialize

AI & Content

Prompt Engineering, AI Workflow Automation, Video Retention, Growth Hacking

E-commerce & Email

MailerLite, Mailchimp, WooCommerce, OpenCart, Maze

Key UX Skills

Research

User Research, Desk Research, Personas, Usability Testing

Design Process

Wireframing, Prototyping, Mapping, Hand-off, Create Icons

Soft Skills



Attention to Detail



Active Listener



Problem Solver



Communication

Work Experience

✔ Most Recent Position

NOV 2024 – PRESENT

AI Content Strategist & Video Editor

Freelance / Remote

Specializing in AI-driven workflows, retention-focused video editing, and organic growth strategies for social media platforms including TikTok, Instagram, and YouTube.

- Developing and executing **AI Workflow Automation** pipelines to streamline content production at scale
- Applying **Prompt Engineering** techniques to generate high-quality scripts, visuals, and copy
- Implementing **Video Retention** strategies — hooks, pacing, and editing patterns that maximize watch time
- Driving **Growth Hacking** tactics for organic audience expansion across short-form and long-form video platforms
- Expert in AI Training and Content Creation for TikTok, Instagram, and YouTube since November 2024

Work Experience (Continued)

OCT 2020 – JUN 2024

1

Web Designer — Email Marketing & UX Designer

Geneq inc — Montréal, QC

- Conducting tests using MailerLite to improve user experience — **increased access to main website by 35% in the last year**
- Applying SEO best practices on websites to improve Google ranking and copywriting
- Developed dynamic and interactive websites ensuring high traffic, page views, and User Experience
- Responsible for setting up and maintaining E-commerce Websites B2B & B2C
- Responsive Design and development of the transactional site
- Design processes for cleanup and performance improvement
- Maintain & Update Webstore Products — Images, Pricing, Texts
- Creation and modification of product sheets (OpenCart, WordPress, WooCommerce)
- Experience in Email E-commerce Platforms (MailerLite, MailChimp)
- HTML5, CSS3, Bootstrap; Adobe Creative (Photoshop, Illustrator, InDesign) and Figma

2

JAN 2020 – MAR 2020

UI Designer — Web Developer Intern

Planbox — Laval, QC

- Created interactive prototypes, UI Prototyping, Wireframes and UI Sketches using Figma
- Planned and implemented new designs; designed graphic UI elements like menus, tabs, buttons, icons
- Ensured high-performance customer experience; familiarity with mobile technologies and responsive design
- Partnered with UX research team to create prototypes for research and testing purposes
- Designed and coded database tables; wrote queries for front-end applications in SQL Server
- Deployed product versions, identified and clarified business needs

AUG 2017 – APR 2020

3

Production Assistant

Dynacare Laboratory — Laval, QC

- Production of sampling kits

4

JUN 2015 – DEC 2015

Sample Inspection Technician

Maxxam Laboratories — Montreal, QC (6-month contract)

- Inspected the condition of samples received, monitored temperature of cold rooms and refrigerators
- Assisted in the preparation of bottle orders

JUL 2014 – DEC 2015

5

Order Picker

L'Oréal Canada — Montreal, QC

- Order picking

Academic Background



Bachelor — Pharmacy & Biochemistry

University of Ponta Grossa, Brazil — Mar 1998 – Dec 2002



AEC — Web Developer

College CDI, Laval — May 2018 – Jan 2020

Diplôme: Programmer Analyst (Internet Solutions Developer)



UX/UI Designer Training

Gabriel Silvestri — Jan 2021 – Jul 2022

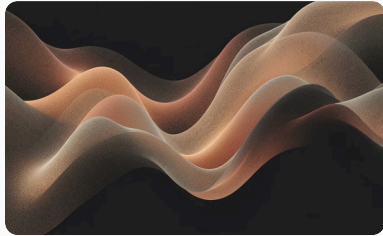
UX, UI Principles, Colors, Typography, Components and Usability using Figma



UX Unicorn — UX, UI & Product Design Training Program

Jan 2022 – Aug 2022 — UX Design, UX Research, UX Strategy, Front-end, UX Writing, Experience Mapping, Interface Design, Workshops, UX in agile & remote environments

Featured Projects

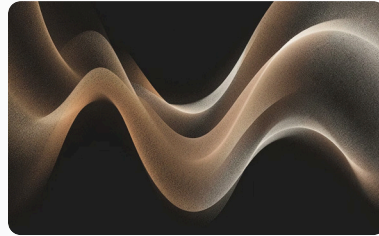


Terappie — Remote Psychology Access

UX Case Study developed during the UX Unicorn course. Our group was challenged to remotely solve the problem of people who would like to continue and/or start online therapy due to the pandemic.

I worked on all stages from desk research to finalizing the high-fidelity prototype. Process included: Desk Research, Personas, Mapping, Benchmarking, CSD Matrix, How Might We, Impact x Effort Matrix, Sketches, Lo-Fi, Usability Testing, Hi-Fi.

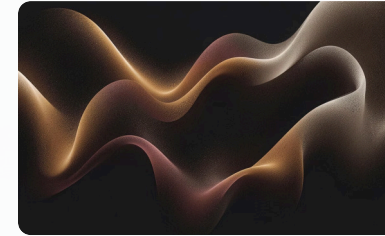
[View on Medium →](#)



Recipe App — UX Academic Challenge

Created a sketch for a recipe app where users can access new recipes, save recipes, add their own recipes, share recipes with friends, and share a recipe made with the owner of the recipe.

[View on Behance →](#)



Welland Wings Landing Page — VidCruiter Design Challenge

Goal: Create a landing page to promote a new white-paper (PDF) catalog of Welland Wings inventory. Page includes a Hero, Main Section with a form to collect user contact information, and a footer with social channels and calls to the main website.

[View on Figma →](#)

Languages & Contact

Spoken Languages

 **English**

Advanced oral and written

 **French**

Advanced oral and written

 **Portuguese**

Mother tongue

Keywords & Specializations



Prompt Engineering



AI Workflow Automation



Video Retention



Growth Hacking



UX/UI Design



Open to remote opportunities in AI Content Strategy, Web Design, and Product Design.