

Santiago Bueno

MULTIMEDIA DESIGNER

I am a Multimedia Designer with 10 years of experience working in creative technology, video production, branding, and interactive web design.

Email
santiagobueno22@gmail.com

LinkedIn
linkedin.com/in/santiago-bueno

Website
buenosantiago.com

Work Experience

Senior Brand Designer

Yahoo! Ads, Jun 2025 – Present

Built pitch mocks that won new business and refined live campaign creative to keep it performing in market. Partnered with developers, sellers, and account strategists, worked within each advertiser's brand system, and held the craft standard across every format shipped, from interactive builds to high quality video.

Multimedia Designer

Brightline Trains LLC, Dec 2023 – Jun 2025

Created visually engaging content for emails, outdoor advertisements, landing pages, paid media campaigns, and more. Collaborated with the marketing team to ensure brand consistency throughout multiple channels to create seasonal marketing campaigns, event partnership cross-promotions, pitch decks for sponsorship opportunities, and more.

Senior Graphic Designer

Wild Alaskan Company, Jun 2022 – Nov 2023

As the lead marketing designer, I specialized in designing effective paid media campaigns and email marketing initiatives while also providing art direction for photoshoots and delivering effective and engaging seasonal landing pages.

Senior Brand Designer

Boatsetter, Oct 2020 – Jun 2022

Executed email marketing campaigns, landing page design, and social media content. Developed video projects ranging from Youtube ads to animated tutorials. Collaborated with product team to optimize web and mobile app experiences.

Education & Learning

Digital Media Master's

Northeastern University

Studied emerging technologies and best practices in digital design and marketing.

Bachelor's in Marketing

Webster University

Graduated with a program emphasis on graphic design and coding.

Expertise

Skills:

- Email Design
- Print Collateral
- Video Animation
- Web Design
- User Experience
- Front-End Coding
- Art Direction
- Paid Media
- Time Management
- Prioritization of Several Projects
- Team Player

Tools:

- Figma
- After Effects
- Photoshop
- InDesign
- Webflow
- Wordpress
- Generative A.I.
- Illustrator
- Premiere Pro
- Dreamweaver
- XD
- Google Docs
- Claude Code
- Pathmatics