

Luis Santiago

Creative / Designer

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763.691.3139

I am a multi-disciplinary designer with 15+ years of experience. Trained as an Industrial Designer, I've worked with a number of big and small brands around the world.

Vibrant and clean, I approach my work with an appreciation for culture, tradition and timelessness. Utilizing my knowledge of good, minimalistic design, I lean on my cultural influences to introduce a new feel to timeless design.

Experience

Chandler Inc.
Afton, Minnesota

Retail Designer
2017 - 2022

Senior Retail Designer
2022 - Present

- Create brand experiences for the likes of Target, Home Depot, and Best Buy to name a few.
- As a designer at a design and build company, I design with manufacturing/rollout in mind.

SWISH
Minneapolis, Minnesota

Founder / Creative Director
2023 - Present

SWISH Design is a sports design agency I head, specializing in team branding, uniform development, and sports marketing for athletes and teams at all levels.

FOUR MPLS
Minneapolis, Minnesota

Principal
2015 - 2023

- Worked on branding, environmental and digital projects for clients in the Twin Cities.
- Learned about running a business and working with big and small clients.

EDEN Office
Auckland, New Zealand

Industrial Designer
2017 - 2021

- Designed the "Move" task chair for Aspect Furniture.
- Worked with teams in South Korea, New Zealand, Australia and London.

Digital First Media
Saint Paul, Minnesota

Digital Designer
2016 - 2017

- Worked on marketing efforts for brands throughout the Twin Cities.
- Designed emails, landing pages, banner ads and other digital assets.

Split Rock Studios
Shoreview, Minnesota

Exhibit Designer
2015 - 2017

- Designed various museum, nature and history exhibits throughout the United States.
- Learned about the importance of story telling for different age and demographic groups.

Apple
Roseville, Minnesota

Family Room Specialist
2014 - 2015

- worked on solving iphone and ipad issues for customers in store.
- worked closely with the genius team to learn higher levels of technical problem solving.

Otabo Inc.
Minneapolis, Minnesota

Footwear Design Intern
2014

- worked on footwear for Otabo's in-house brand.
- Learned how to create tech packs for a variety of different footwear styles.

Education

University of Wisconsin - Stout
B.F.A. - Industrial Design
2008 - 2012

Skills

Continually learning new skills and programs to keep myself well rounded.

3D: Solidworks, Vectorworks, Keyshot, Gravity Sketch, Vizcom.

Digital: Adobe Creative Suite, Webflow, Framer, Figma, HTML + CSS, PHP.

Other: Microsoft Office Suite, Apple Suite, Google Suite, Guest Teaching.