

BENJAMIN SANTIAGO

Creative Technologist + Educator

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Summary

Creative technologist with 10+ years of experience spanning web development, creative coding, animation, and design education. Brings a hybrid background as an educator, hands-on maker, and creative lead, with experience managing multidisciplinary teams and working directly with clients from concept through delivery. Builds interactive tools and digital experiences that make complex ideas engaging, accessible, and visually distinctive.

Skills

Creative Technology: JavaScript, React, Next.js, HTML, CSS, Tailwind CSS, p5.js, WebGL, GLSL, SVG, Canvas, Rive

Backend & Systems: Node.js, Prisma, SQLite, MySQL, PHP, Flask, REST APIs, WebSockets, Yjs, CodeMirror

Design & Motion: Creative direction, animation, storyboarding, typography, UX/UI, After Effects, Illustrator, Premiere

Teaching & Leadership: Curriculum design, program leadership, critique, client presentations, multidisciplinary team management

Tools & Workflow: Git, GitHub, VS Code, Nginx, systemd, Adobe Creative Cloud

Experience

Purchase College, SUNY · Purchase, NY

2019-Present

Chair of Graphic Design & Assistant Professor

- Lead curriculum design and program planning for Graphic Design, developing courses that connect typography and visual systems with web design, creative coding, motion, and emerging technology.
- Teach Design for Web & Screens, Interactive & Experience Design, Digital Media for Designers 2, Typographic Investigations, and Senior Project.
- Build and maintain web-based teaching platforms supporting live coding, Markdown course content, collaborative editing, assignment workflows, and custom design exercises.
- Advise students on portfolio development, project strategy, front-end implementation, and presentation.

CUNY Queens College · Flushing, NY

2019

Adjunct Assistant Professor

- Taught Design 1 and Senior Capstone, guiding students from concept development and critique through production and portfolio-ready presentation.

Ideamachine Studios · Brooklyn, NY

2016-2021

Creative Director / Associate Producer-Director / Lead Animator

- Led multidisciplinary teams producing explainer videos, branded content, and client-facing visual systems across education, finance, energy, and insurance.
- Managed projects from scripting and storyboarding through animation, editing, audio production, delivery, and client review.
- Created motion graphics and interface-driven visual language for clients including McGraw-Hill Higher Education, Guardian Life, Chevron, and UBS.

Projects

Professor Benjamin · *Next.js* · *React* · *Tailwind CSS* · *Prisma* · *SQLite* · *Markdown* · *Yjs* · *CodeMirror* · *WebSockets*

- Built and maintain a full-stack academic platform for course content, grading, and interactive classroom tools, including real-time coding rooms powered by Yjs, CodeMirror, and WebSockets.
- Created additional browser tools for ASCII typography, Risograph preparation, PDF/CSV workflows, and classroom critique.

Fat Cat Solutions · *Tailwind CSS* · *JavaScript* · *Rive* · *Variable Typography* · *Responsive UI*

- Designed and built a responsive landing-page demo combining conversion-focused hierarchy with Rive animation, variable typography, dark-mode interaction, and lightweight JavaScript.

Swoon · *p5.js* · *WebGL* · *GLSL* · *JavaScript* · *Audio-Reactive Animation*

- Built a real-time audiovisual browser system using shader rendering and sprite batching for GPU-rendered animation, music-responsive motion, and procedural backgrounds.

Letters Together / Hot Potato · *Yjs* · *CodeMirror* · *WebSockets* · *JavaScript* · *Nginx* · *systemd*

- Built and deployed collaborative browser tools for shared letterform construction and live code editing, with persistent WebSocket sync, reverse proxying, and durable collaborative state.

Earlier Experience

ITVK · Art Director / Illustrator / Animator / Designer 2012-2014

- Led art direction, illustration, and animation for McGraw-Hill's iSeelt! educational series, coordinating animators, illustrators, editors, sound designers, and client stakeholders while producing storyboards, scratch audio, hand-drawn animation, and graphic assets.

Independent · Freelance Web Developer & Illustrator 2009-2012

- Designed and built websites for small businesses and creative clients, alongside illustration, identity, typography, and promotional work for print and digital use.

Black Hammer Productions · Quality Assurance Tester 2008-2009

- QA tested NightShift Legacy: The Jaguar's Eye, documented bugs with programmers and designers, trained new testers, and contributed HTML and CSS to studio web projects.

Esopus Magazine · Intern 2006-2007

- Updated the publication website through a custom CMS, supported issue sales at public events, and contributed an original drawing published in issue No. 7.

Education

Cranbrook Academy of Art · MFA, 2D Design · 2014-2016

The Cooper Union for the Advancement of Science and Art · BFA · 2004-2008

Additional Education: NYU SCPS Introduction to C++; NYU SCPS Web Design Intensive; Game Institute Video Game Console Design

Selected Speaking & Critique

Visiting critic and lecturer engagements include Spalding University, Virginia Commonwealth University, Lawrence Technological University, Wayne State University, Künstlerhaus Bethanien, and Bruce High Quality Foundation University.