Oswaldo Fabrizio Ascencio De Los Santos

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EXPERIENCE

Director of Design **May 2025 – Present**

Nunchi Health *Hybrid*

- Secured $120,000 in annual recurring grant funding, establishing a six-figure budget from scratch to scale brand authority and fund digital growth initiatives.
- Launched e-commerce platform and custom landing pages using HTML, CSS, and JS modules, cutting page bounce rates in half and driving user engagement up by +43.2%.
- Directed data-driven A/B testing (including Split URL and A/A protocols) and UI/UX refinements, optimizing user flows and increasing key page conversions by +64.85%.
- Spearheaded a cross-functional team of four and led the technical web roadmap in weekly leadership meetings to align digital strategy with non-profit engagement targets.

Software Engineer Intern **Nov 2025 – Jan 2026**

Cognizant Technology Solutions *In-person*

- Engineered frontend architecture for an internal enterprise upgrade solution using React, Django, and SQLite, translating Figma mockups into a responsive, version-aware analysis tool.
- Integrated Generative AI and dynamic file processing within an Agile team to parse JSON, XLS, and configuration files in real-time, automating context-specific documentation.
- Reduced client upgrade planning lifecycles from two months to a few days by automating the impact analysis process, enabling rapid, data-driven risk identification for stakeholders

PROJECTS

BMCC Student Hub

- Built a website to help CUNY students visualize their course load, certifications, internships and side projects alongside other time-heavy commitments as it coincides with their graduation and course load for each semester for optimal planning. As well as streamlining campus navigation, resource access and support. Leading a full visual redesign addressing navigation issues, mobile responsiveness and student engagement gaps.
- Integrated Retrieval-Augmented Generation (RAG) AI to power the platform's chat assistant, enabling context-aware responses based on dynamic academic data and innovating student support.
- Presented project in a pitch format highlighting marketing strategy, usability improvements, and long-term adoption potential and scalability; awarded second place at our campus hackathon.

TECHNOLOGIES

- **Languages**: HTML, CSS, JavaScript, Node.js, React.js, TypeScript, PHP, SQL, jQuery, Java, C++, Python
- **Tools**: Figma, Git, Github, JPEX Flash Decompiler, Inkscape, Adobe Premiere Pro, Adobe After Effects, Canva, Photoscape X, Pakscape, Freshdesk, ArcGIS, Autodesk Tinkercad
- **Skills:** Full-stack Web Development, UI/UX Design, A/B Testing, Agile/Scrum

EDUCATION

Borough of Manhattan Community College **Spring 2028**

A.S Computer Science; GPA 3.2 *New York City, NY*

- Relevant Coursework: Web Programming I, Web Programming II and Intermediate French
- Color Stack Fellow, Model UN Member & Treasurer for the Computer Programming Club