

ALEJANDRO CASTILLO

PRODUCT DESIGNER | UX/UI | APPS
USER RESEARCH | WEB AND MOBILE

[Portfolio](#) | 954-588-5627 | Oakland, California | alecastig88@gmail.com | [LinkedIn](#)

CAREER SUMMARY

Evergreen learner and proud bilingual immigrant from Venezuela with product design and UX/UI experience delivering mobile and web solutions for the US and Latin American markets. Proficient in wireframe, design systems, research, and information architecture. Seeking to work in entrepreneurial, fast-paced environments that drive product goals from an empathetic view.

WORK EXPERIENCE

Participant Experience Design Associate

January 2023 – Present

[Chef Ann Foundation](#) / Remote

- Responsible for improving the learning software and participant experience of the Healthy School Food Pathway Pre-Apprenticeship program in California for both English and Spanish speakers (200% yoy growth).
- Analyze user data and perform research via field studies, phone calls, and diary studies that result in increased retention and participant engagement in company programs.
- Apply product development methodologies, such as Waterfall and Agile, to improve workflows and the delivery process of program artifacts.
- Improve UX writing to make content more engaging, actionable, and inclusive, including bilingual translation and communication of key educational content.
- Develop and sustain existing relationships with internal and external stakeholders in order to expand program's reach to new geographies, including Colorado and Virginia.
- Identify and propose new operational strategies that remove inefficiencies in workflows and drive clarity in our standard operating procedures (SOPs).
- Lead diversity and inclusion efforts by creating and translating program content that achieve company KPIs.

UX/UI Designer

February 2022 – October 2022

[Fusion Medical Staffing](#) / Remote

- Participated in weekly scrum activities with a cross-functional team of marketers, engineers, product owners, and strategists to design the optimal solution for our target users: healthcare travelers.
- Responsible for the execution (ideation, development, delivery) of six new features for Fusion Marketplace within eight months and created a strategy for the development of valuable community resources.
- Conducted surveys, interviews, and user research via Full Story; identifying the pain points of users.
- Iteratively implemented complex wireframes and prototypes using Figma for user testing.
- Created 10+ screens of hi-fi web designs based on user feedback to deliver both user and business value.
- Collaborated bi-weekly on the translation of responsive web features to the [Fusion Marketplace native app](#).

Product Design Intern

October 2020 – December 2020

[Bridgit.io \(The Internet of Ideas\)](#) / Remote

- Successfully executed a virtual learning challenge with the Chief Product Owner and in collaboration with the UX design team, including conducting five rounds of user research.
- Implemented a detailed information architecture, wireframes, prototypes, user tests, and content strategy to integrate a chrome extension to help users bridge critical information.
- Contributed to weekly meetings with software engineers and the CEO to review the latest website iterations, design systems, and products in order to coordinate our upcoming design and development sprints.

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WORK EXPERIENCE (CONTINUED)

Head of Product & Owner August 2018 – Present

[iamalejo Designs](#) / Remote

- Identify client solutions to user problems based on needs by conducting competitive analyses and user research to provide context to structure various websites.
- Gather information by developing user personas, journey maps, and user flows to inform design.
- Collect critical insights by creating wireframes and prototypes to improve the user experience.

Senior Operations Analyst December 2013 – July 2018

[PDVSA Petroleos de Venezuela S.A.](#) / Caracas, Venezuela

- Improved and oversaw the efficiency of security, administrative, and customer experience activities.
 - Provided support and project updates to key stakeholders and departments involved in the daily operations of PVDSA headquarters.
 - Coordinated trainings and workshops for management to improve, redesign, and simplify our services.
 - Support recruitment and budgetary operations, and led quarterly cross-departmental meetings to discuss progress towards annual objectives and assess outstanding deliverables.
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EDUCATION

Google Coursera (Online)

Project Management Professional Certificate

Mind the Product Pendo (Online)

Product Management

Career Foundry Denver, Colorado (Remote)

UX/UI Design

University Bicentennial of Aragua Caracas, Venezuela

Bachelor of Arts Degree in Law

SKILLS

Design: Wireframing, prototyping, visual mockups, scenario mapping, agile, scrum

User Research: Ideation, user stories, customer feedback, presentation, user testing, competitive analysis

Tools: Marvel, Canva, Survey Monkey, Adobe, Figma, Microsoft Office Suite, Balsamiq, Jira, Gsuite, Salesforce

Soft Skills: Human-centered design, project management, customer service, problem-solving, teamwork, empathy, leadership, operations management, communication