

Efren Castillo

I'm a UX designer proficient in research, testing and coding. I have over 15 years of experience in visual communication, which has allowed me to develop my design and front-end skills. Husband, father, curious and bookworm.

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646-204-3974

Skills

User Research
Personas
User Stories
User Flows
Information Architecture
Sitemaps
Wireframing
UX Writing
Visual Design
Branding
Product Photography
Prototyping
User Testing
Analytics
Website SEO
Bilingual (Spanish)

Tools

Adobe Photoshop
Adobe Illustrator
Adobe XD
Adobe InDesign
Adobe Animate
Adobe Premiere Pro
Sketch
Figma
inVision
OptimalSort
UsabiliTEST
Useberry
Google Forms
Maze
UsabilityHub
QuarkXpress
HTML and CSS
Javascript and JQuery
GitHub
Jira/Confluence

Experience

UX/UI Designer

EarthCam, Inc | 2020 – Present

- Conduct user research to discover usability issues or validate designs.
- Develop personas, user flows, sitemaps, wireframes, and prototypes.
- Translate complex ideas into requirements and digital experiences.
- Communicate specifications and provide assets to engineers.
- Document projects and assist the development team with implementation.
- Create innovative designs for desktop, tablet, mobile, and TVs.
- Act as a champion for the user and infuse design thinking in the company.
- Stay up-to-date with technology trends to inform stakeholders.

Senior Designer

JB Prince Company, Inc | 2006 – 2020

- UX/UI design for ecommerce website.
- Develop flows, sitemaps and wireframes for ecommerce product pages.
- Analyze data and optimize ecommerce to increase ranking position.
- Design catalogs for print and web reaching over 50,000 customers.
- Photograph and retouch products for web and print.
- Design ads for magazines reaching customers in various countries.
- Create web banners, campaigns for social media and email marketing.

Freelance UX/UI Designer

Jersey Soundz Entertainment, Inc | 2010 – Present

- UX, UI, content strategy, and website development.

JD Monzón Photography | 2016 – 2018

- UX, UI, front-end, and branding to help launch the photography business.

Designer

Providence Public Library | 2005 – 2006

- Designed displays for the library and Friends of the Library's activities.
- Helped patrons and assisted with shelving and repairing books.

Education

Bloc.io

Designer Track: UX/UI and Front-End Development | 2018 – 2019

Comprehensive design program combining UX/UI (Research, design, testing) skills with front-end development (HTML, CSS, Javascript).

Gibbs College

Visual Communications: Graphic Design and Photography | 2004 – 2005