

# 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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## 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  
QuarkXpress  
Sketch  
Figma  
inVision  
OptimalSort  
UsabilityTEST  
Google Forms  
Maze  
UsabilityHub  
HTML and CSS  
Javascript and JQuery  
GitHub

## Projects

### UX Designer

**Stacks App** | *June – November 2019* [🔗](#)

- UX/UI, content strategy and branding for a news aggregator app.

### UX Designer

**Cloudspring App** | *September – November 2018* [🔗](#)

- UX/UI, content strategy and branding for a cloud-based storage app.

## Experience

### Senior Designer

**JB Prince Company, Inc** | *2006 – Present*

- Research and advise UX/UI design changes to e-commerce website.
- Design catalogs for print and web reaching over 50,000 customers.
- Photograph and retouch products for e-commerce website and print use.
- Analyze data and optimize E-commerce to increase ranking position.
- Design ads for magazines reaching customers in various countries.
- Create web banners, campaigns for social media and email marketing.

### Freelance UX Designer

**Jersey Soundz Entertainment, Inc** | *2010 – Present*

- UX, UI, content strategy, and front-end for a DJ company.

### Freelance UX Designer

**JD Monzón Photography** | *2016 – 2018*

- UX, UI, front-end, and branding to help launch a 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*