JORDÁN CASTRO RODRÍGUEZ

UX/UI DESIGNER

jordancastro.es | hello@jordancastro.es | (34) 675 080 131

SKILLS

Visual tools

Photoshop
Illustrator
InDesign
After Effects (in progress)
Adobe XD
Figma
Sketch
Flinto
Marvel
HTML/CSS
Vray

UX Methods

Research
Personas
Journey maps
Usability Testing
Rapid Prototyping
A/B Test
Heatmaps
Progressive Disclosure
Stage disclosure

Design

Interaction Design
User Interface
Data Visualization
Illustration
Graphic Design

Languages

Spanish (Native)
English (C1)

WORK EXPERIENCE

Advisor
June 2015 - April 2019

Adobe and Apple projects for Teleperformance

My experience working abroad (Netherlands and Greece) in the technical support & customer service field for companies like Apple or Adobe, as well as develop my empathy and communication skills, made me understand the importance of the User-centered Design. All of it, together with my background in Architecture and work experience as a Designer, helped me discover my real vocation as a User Experience Designer so I decided to formally train myself in UX/UI Design.

Designer
November 2014 - May 2015

Santa Compañía Creativa.

Web Design
Delivering assets to developers in order to build the final website. Production of high fidelity wireframes according to the Styleguide and guidelines provided by the Art director.

Marketing and Social Media Design
Creation of Storyboards and covers of commercial campaigns for customers such as Coca-cola, Kids&Us, Renault, Mediaset, etc.
Designing social media assets such as banners, material for posts, emails, etc.
Participating in the visual design process of campaigns for musicals like Priscilla or Cabaret.

Designer
November 2012 - October 2014

Ediciones mas meta

Web Design
Work closely with the CEO defining the visual guidelines of the e-commerce website. Delivery of assets for the landing website in coordination with the developer. Design of banners and emails according to the needs of the marketing team.

Product and Graphic design
Creating and re-styling the brand of the different products sold in the website, designing new logos, defining the Styleguide and images to be used.
Design of the product covers and creation of the mockups.
Production of all the visual assets within the different ebooks.

EDUCATION

Foundations of programming
Sept 2019

42 Madrid, Fundación Telefónica

UX/UI Bootcamp
July 2019

UXER School

Design Sprint Series
June 2019

UXER School

Interior Architecture Degree
Sept 2007 - Sept 2013

Universidad politécnica de Madrid