

# Claudia Castro

Product Designer|User Experience Designer

U.S. permanent Resident

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<https://ale-castro.github.io>

## Summary

Hands on experience in designing user interfaces for B2B software. I believe good design comes from really understanding users, and creating meaningful value to customers.

## Experience

### User Experience Designer for Lexmark | Sep 2018 - Feb 2020

Populus group contractor based in Lexmark headquarters - Lexington, KY

- Designed solutions for web applications and printer panels.
- Created high fidelity mockups and click through prototypes to present solutions to internal stakeholders. Some of the prototypes I made were presented to clients through marketing.
- Collaborated closely with user researchers. Created participant screeners, user testing protocols, and supported UX research when needed.
- Worked with different stakeholders (Marketing, Sales, UX Researches, Developers, Product Owners) to help deliver and ensure quality of the end product.
- Worked remotely with teams in India, the Philippines and several locations in the U.S.

### Human Computer Interaction Associate Instructor |

Aug 2017 - May 2018

Indiana University, Bloomington, IN

- Led workshops to promote active learning in class.
- Guided students and help them to solve their questions.
- Facilitated design critiques.
- Graded students' work.

### Planning Assistant | Mar 2011 - Jun 2013

Carval de Colombia, Cali, Colombia

- Conducted sales and inventory analysis to design production plans to satisfy customer's product requirements at the national level for a production line with over 60 SKUs of animal pharmaceuticals.
- Placed requirements in SAP of production raw materials.

### Quality Assistant Intern | Jan 2010 - Jan 2011

Manuelita S.A., Palmira, Colombia

Led teams in the optimization of processes to find better ways to manage natural resources and reduce monetary losses in sugar cane crop irrigation systems through the implementation of a Total Productive Management (TPM) program.

## Languages

- English (fluent)
- Spanish (native)

## Highlights

- ▶ One of the UI designs I made for Lexmark helped to win a contract with an European supermarket chain with over 1000 stores. A US 5 million deal.
- ▶ The capstone for my M.S. in Human Computer Interaction Design was a bicultural user research for virtual reality.

## Education

### ▶ M.S. Human-Computer Interaction Design | May 2018

Indiana University, Bloomington, Indiana

### ▶ B.S. Industrial Engineering | Oct 2010

Pontificia Universidad Javeriana, Cali, Colombia

## Skills

### Design

- Wireframing
- Prototyping
- Storyboarding
- Flowcharts

### Research

- Participant screeners
- Surveys
- Usability testing protocols
- Usability testing
- Waking probes
- Research toolkits
- Cognitive mapping
- Hall testing
- Qualitative data analysis
- Contextual inquiry

### Tools

- Adobe Creative Suite
- XD
- Figma
- HTML & CSS (I'm coding my own portfolio)

## Volunteer Experience

### Tax Preparer | Jan 2016 – April 2016

United way. Bloomington, Indiana

Got certified and prepared taxes for low-income families