

# Efren Castillo

I'm a human-centered product designer with over 15 years visually designing experiences. Also: husband, father of a boy and girl. Curious and bookworm.

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## Skills

User Research  
User Testing  
Information Architecture  
Personas  
Wireframing  
Prototyping  
User stories  
User flows  
Sitemaps  
OptimalSort  
UsabiliTEST  
Analytics  
UX Writing  
Graphic Design  
Branding  
Product Photography  
Bilingual (Spanish)

## Tools

Adobe Photoshop  
Adobe Illustrator  
Adobe XD  
Adobe InDesign  
QuarkXpress  
Sketch  
Figma  
inVision  
Google Forms  
Maze  
UsabilityHub  
HTML and CSS  
Javascript and JQuery  
GitHub

## Experience

### Senior Designer

**JB Prince Company | 2006 – Present**

Design a 240-pages catalog and four 40-pages quarterly catalogs. Photograph products and process images for catalog and website use. Design ads for various industry magazines. Analyze data on website to better promote products. Update and maintain website's content. Create campaigns for social media and emails.

### Freelance Designer

**JD Monzón Photography | 2016 – Present**

Develop brand identity, design and update website.

### Freelance Designer

**Jersey Soundz | 2010 – Present**

Create content strategy, design and continuously update website.

### Designer

**Providence Public Library | 2005 – 2006**

Design displays for various of the library's activities and also helping patrons, shelving and repairing books.

## Projects

### Product Designer

**Stacks | June – November 2019**

Product design for a news aggregator app.

### Product Designer

**Cloudspring | September – November 2018**

Product design for a cloud-based file storage.

## Education

### Bloc.io

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

### Gibbs College

**Visual Communications | 2014 – 2015**