

EFREN CASTILLO

efrencast.com
contact@efrencast.com
(646) 204-3974

UX Designer based in New York City,
with a passion for designing with
empathy for the **end-user**.

EXPERIENCE

Graphic Designer | JB Prince Company 2006 – Present

- Design a 240-pages catalog and four 40-pages quaterly catalogs.
- Photograph new products to be included in catalogs and website.
- Design advertisement for various industry magazines.
- Refresh, update and maintain website.
- Create campaingns for social media and emails.

Freelance Graphic and Web Designer | JD Monzon Photography 2016 – Present

- Create logo and complete branding
- Design and maintain website.

Library Clerk | Providence Public Library 2005 – 2016

- Create displays for library's activities.
- Proficiency at the use of Library catalog.
- Shelving, repairing, covering books, clerical duties.

RECENT PROJECTS

Cloudspring File Storage | efrencast.com/cloudspring
Solution to save and create files with seamless real-time
collaboration in the cloud.

EDUCATION

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

Gibbs College | 2014-2015
Visual Communications, Graphic Design

SKILLS

UX/UI
User Research
User Testing
Information Architecture
Personas
User stories
User flows
Sitemaps
Analytics
UX Writing
Visual Communication
Wireframing
Prototyping
Graphic Design
Branding
Bilingual (Spanish)

TOOLS

Adobe Creative Cloud
Adobe Photoshop
Adobe Illustrator
Adobe XD
Adobe InDesign
Adobe Dreamweaver
QuarkXpress
Sketch
Figma
inVision
InVision Studio
Draw.io
Google Forms
Maze
UsabilityHub
HTML, CSS
Javascript and JQuery
GitHub