

Efren Castillo

New York City-based **UX and Visual Designer**.

Turning challenges into research-based solutions wrapped in empathy for the user.

www.efrencastillo.design

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646-204-3974

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
Adobe Dreamweaver
QuarkXpress
Sketch
Figma
inVision
Google Forms
Maze
UsabilityHub
HTML, CSS
Javascript and JQuery
GitHub

Experience

Senior Graphic Designer

JB Prince Company | 2006 – Present

Designer of a 240-pages catalog and four 40-pages quarterly catalogs. Shooting products and processing images for catalogs and website use. Designing advertising for various industry magazines. Analyzing data on website to better promote products. Updating and maintaining website's content. Creating campaigns for social media and emails.

Graphic and Web Designer

JD Monzón Photography | 2016 – Present

Tasked with the developing the brand identity as well as design and maintenance of website.

Library Clerk

Providence Public Library | 2005 – 2016

Assigned to create displays for various of the library's activities. Helping patrons, shelving and repairing books.

Project

Product Designer and researcher

Cloudspring File Storage | Sept – Nov 2018

Cloud-based file storage and organization tool that facilitate the user to create and collaborate seamlessly.

Education

Bloc.io

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

Gibbs College

Visual Communications | 2014 – 2015