

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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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
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 | 2004 – 2005