

# Efren Castillo

New York City-based **UX and Visual Designer**.  
Turning challenges into research-based  
solutions wrapped in empathy for the user.

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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, 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