Efren Castillo

I'm a UX Designer proficient in research, testing and coding. I have over 15 years of experience in visual communication, which has allowed me to develop my design and front-end skills. Husband, father, curious and bookworm.

www.efrencastillo.design

efrencast@gmail.com linkedin.com/in/efrencast 646-204-3974

SkillS

User Research

Personas

User stories

User flows

Information Architecture

Sitemaps

Wireframing

UX Writing

Visual Design

Branding

Product Photography

Prototyping

User Testing

Analytics

Website SEO

Bilingual (Spanish)

Tools

Adobe Photoshop

Adobe Illustrator

Adobe XD

Adobe InDesign

Adobe Animate

Adobe Premiere Pro

QuarkXpress

Sketch

Figma

inVision

OptimalSort

UsabiliTEST

Google Forms

Маге

UsabilityHub

HTML and CSS

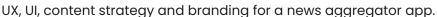
Javascript and JQuery

GitHub

Projects

UX Designer

Stacks App | June – November 2019



UX Designer

Cloudspring SaaS | September - November 2018



Experience

Senior Designer

JB Prince Company, Inc | 2006 - Present

Design catalogs for print and web. Photograph products and retouch images. Analyze data on e-commerce website to refine SEO. Copywriting for website. Research and advise UX/UI design changes to website. Design ads for industry magazines. Create web banners, campaigns for social media and email marketing.

Freelance UX Designer

Jersey Soundz Entertainment, Inc | 2010 - Present

UX, UI, content strategy, and front-end for a DJ company.

Freelance UX Designer

JD Monzón Photography | 2016 – 2018

UX, UI, front-end, and branding for a photography studio.

Designer

Providence Public Library | 2005 - 2006

Designed displays for the library and Friends of the Library's activities. Helped patrons. Assisted with shelving and repairing books.

Education

Bloc.io

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

Comprehensive design program combining UX/UI (Research, prototype, testing) skills with frontend development (HTML, CSS, Javascript).

Gibbs College

Visual Communications: Graphic design and photography | 2004 - 2005