

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.

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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
Maze
UsabilityHub
HTML and CSS
Javascript and JQuery
GitHub

Projects

UX Designer

Stacks App | June – November 2019 

UX, UI, content strategy and branding for a news aggregator app.

UX Designer

Cloudspring SaaS | September – November 2018 

UX, UI, content strategy and branding for a cloud-based file storage app.

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