

ALEJANDRO CASTILLEJO

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March 3rd, 2016

LIFE PURPOSE

Create meaningful products that positively disrupt the world

EDUCATION

University of California Berkeley, May 2016

Major in Industrial Engineering and Operations Research (IEOR) with a multidisciplinary focus in Design, Computer Science, Entrepreneurship, and Chinese.

EXPERIENCE

WriteLab, May 2015 - December 2015

UX Engineer and Data Analyst

In WriteLab I worked in many stages of the product creation including: algorithm and front-end development, UX Design, Data Analysis, and Patent Engineering.

Propelland, May 2014 - May 2015

iOS Developer and Service Designer

In Propelland I have learned how to code iOS apps, looped many times around the Design Thinking process, been in meetings with CEOs of multinational companies, and breathed a cohesive and purpose-driven culture. I am super proud to be called a Propeller.

Salsa At Cal (UC Berkeley), February 2013 - Present

President, Vice President, Instructor

Salsa At Cal has given me many of my best moments in college. In return I have doubled the turn out of our events by optimizing our traction channels, redefining our culture, and implementing a strong digital presence.

ADDITIONAL

Berkeley Hack for Humanity first prize with project AliviaRA

Youth Ambassador of the California Spain Chamber of Commerce, 14-present

Member of the board of AESV (Spanish association in Silicon Valley), 14-15

Organizer of the Berkeley 3DS event (3 day startup), May 2014

Solar panel installer volunteer with GRID Alternatives, 13-14

Campaign volunteer with Cal Berkeley Democrats for Obama 2012

Rotary youth student in Taipei, Taiwan, 11-12

Rotary youth student in Laramie, Wyoming, USA, 09-10

Founder of a neighborhood business "Desayuno con Periodicos", 08-09

SKILLS

Languages: Conversational Mandarin and Portuguese, fluent in Spanish and English.

Design: AutoCad, Solidworks, Illustrator, Photoshop, InDesign.

Code: iOS (propelland). Java, Matlab, and SQL (UC Berkeley). Html, CSS, Python, JavaScript (WriteLab)

Miscellaneous: Public Speaking, Psychological first aid.

PASSIONS

Besides all of the above, flamenco guitar, geopolitics and philosophy of happiness is what keeps me awake.

"Passionate, curious and enterprising industrial engineer who integrates design and development into meaningful solutions like a true unicorn. He teaches salsa, is mastering Andalusian cooking and learns faster than a Formula One car" CEO Propelland, Hugo

"Every Tuesday since last semester I have spent my evenings dancing the night away at the Salsa DeCal. Thanks Ale & Vida for being the best teachers ever" Salsa At Cal dancer, Briana