



SASHA CASTILLO

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PROFESSIONAL EXPERIENCE

University of Utah, University Information Technology | Salt Lake City, UT

User Experience Designer Sr.

08/2021 – Present

- Created usability strategy, conducted user testing, and deployed new designs for the university mobile app.
- Designed the Facilities Management Department website resulting in 29% increase of the average task success.
- Planned and conducted usability testing for internally and externally facing websites, webapps, and mobile app.
- Conducted extensive usability testing which resulted in creation of Empathy and Journey maps for our team.

University of Colorado Denver, Auraria Library | Denver, CO

UX/UI Senior Developer

03/2020 – 08/2021

- Deployed a project to re-imagine Staff Book Picks website portal through a user-centered design process.
- Designed and deployed a feature to solve the need for communicating to our users during COVID-19 closures.
- Lead the web team in developing understanding of customer journey through user feedback.
- Led the web design and UX Strategy for library websites through ideation, research, iteration, and development.

UI Developer

05/2016 – 03/2020

- Planned and conducted user research with 100+ users through surveys, focus groups, user testing, and interviews.
- Collaborated on re-designing the library map solving key wayfinding pain points for the library users.
- Collaboratively improved and re-designed website navigation.
- Created a visual brand for the library website re-design resulting in yearly positive feedback since going live.

MIS Inc. | Albuquerque, NM

09/2014 – 02/2016

Front-End Developer

- Migrated, themed, and developed 15+ websites relating to e-commerce, marketing, blogs, and real estate.

New Mexico State University, Media Productions | Las Cruces, NM

04/2014 – 09/2014

Web Developer

Speedcell Technologies | Las Cruces, NM

04/2013 – 02/2016

Graphic Designer (Contract Work)

InstaCopy Imaging | Las Cruces, NM

08/2012 – 04/2014

Printing Specialist

EDUCATION

Pasadena City College | Pasadena, CA | **A.S. Digital Imaging**

2010

Azusa Pacific University | Azusa, CA | **B.A. Graphic Design**

2007

PROFESSIONAL ACTIVITY & TRAINING

UX Management: Strategy and Tactics Certificate, Interaction Design Foundation

2022

UX Certification, Nielsen Norman Group

2021

Taking Control of Agile UX Intensive, Center Centre with Jared Spool

2021

Web Content and Interfaces Team, Auraria Library, Chair

2019-2021

SKILLS

UX/UI Design and Research Methods:

Low/High-fidelity Mockups, Interactive Prototypes, Web Layouts/Typography/Color, Mobile, Wireframes, Sketching, Storyboards, User Testing, Focus Groups, Survey Design, Interviews, Guerrilla User Testing.

Languages: English (Fluent), Russian (Native)

Design Tools and Programming:

Adobe Creative Cloud (Illustrator, Photoshop, Adobe XD), Sketch, HTML5, CSS3, JavaScript Libraries, Content Management Systems (CMS) (Drupal 8), Front-End Frameworks (Foundation, Bootstrap), SASS, Version Control (GIT), Google Analytics & Google Tag Manager, Pantheon WebOps, Trello, Basecamp, Bug Tracking Systems, Microsoft Office Suite, Windows/macOS.