

VANESSA CASTILHO

UX DESIGNER / FRONT-END DEVELOPER

ABOUT ME

I am a data-oriented professional that loves to design and code! Working directly with product owners, translating business goals into concepts, mocks, prototypes, also coordinating the development work for UX changes. Able to handle projects from diverse products within the same company. I have experience building A/B tests (Google Optimize/ Optimizely) combining behavioral data with Analytics. Capable of implementing winner variations from tests to production (front-end). I'm passionate about learning, researching, and experimenting. Total of 7 years in web design.

EDUCATION

IBM - Enterprise Design Thinking / April, 2020

UMich/Coursera - Interactivity with JavaScript / March, 2020

Udemy - UX & Web Design Master Course / Nov, 2018

CODE

HTML5

CSS3

JavaScript

Bootstrap

Version Control/Git

Responsive Design

CSS Grid

Flexbox

Less

TOOLS

Sketch

Figma

Optimizely

Hotjar

Jira

GitHub

Adobe Creative

EXPERIENCE

UX DESIGNER & FRONT END DEVELOPER

BOATS GROUP LLC, May 2019 - Present

- Chart the design, coding (HTML, CSS, and JS), and implementation of A/B Tests across YachtWorld, Boat Trader, and boats.com (combined 10 million monthly viewers) with a focus on increasing conversions, page views, and user satisfaction.
- Conduct extensive user research to transform inputs and behavioral data into design insights.
- Creation of mocks, storyboards, wireframes, user flows, prototypes and design systems, to demonstrate interaction concepts for the apps and portals.
- Implementation of designs and A/B tests winner variants to the front end.
- Partner with Product Owners to define and execute on overall project objectives, deliverables, and timelines

WEBSITES IMPLEMENTATION

BOATS GROUP LLC, 2018 - 2019

- Executed accessibility diagnostics of websites and implemented changes to pass accessibility tools.
- Oversaw the delivery of over 45 fully responsive websites within a year in an Agile/Scrum environment.
- Managed production and launch of new websites, as well as a coordinated pipeline of various staged projects.
- Utilized HTML, CSS, and bootstrap to develop responsive websites and meet modern standards.
- Worked closely with product owners to deliver engaging website template redesigns.
- Implemented a weekly webinar client syllabus to teach clients to use the WordPress platform;
- Built a post-webinar survey to collect feedback from the attendees and gauge the success of the event and how it can be improved.
- Created a CMS template with a new container displaying the webinar dates and times in order to promote and make visible.
- Wrote over 50 knowledge base/FAQ articles, teaching clients how to use the online features and plugins offered by the WordPress websites platform.