

JOSÉ LUIS CASTRO

UI/UX Designer

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Mexico City, Mexico



Profile

Hello! I am a creative and results-driven UI/UX Designer with over 10 years of experience in designing engaging, user-friendly interfaces and digital products. Expert in crafting seamless user experiences, conducting user research, and leveraging data to drive design decisions. Seeking to bring my expertise in innovative design solutions and user empathy as a UI/UX Designer.

Languages

- Spanish (native)
- English (C2 Level)

Skills

- Product Design
- Web / Responsive Design
- App Design
- Prototyping
- Design Thinking
- Usability Testing
- Design Systems
- Scrum / Agile
- User Research
- Teamwork
- Leadership

Tools

- Figma
- After Effects
- Premiere
- Photoshop
- Illustrator
- Javascript
- HTML 5
- CSS3
- Google Analytics
- Notion
- Jira

Education

- Bachelor's Degree in Design and Visual Communication, UNAM Mexico, 2009-2013
- Course in Contemporary Photography, UNAM Mexico, 2013
- Web Design Certification, Mediatech, 2010

Experience

Citigroup - Tata Consultancy Services

July 2023 - Present

UI / UX Designer

- Spearheaded the redesign of account opening processes, enhancing user satisfaction and reducing time by 30%.
- Conducted over 10 user testing sessions and 10 A/B tests, resulting in a 25% increase in client acquisition.
- Developed 20+ interactive prototypes, improving the user journey across desktop and mobile platforms.
- Collaborated with the product team to develop user stories, influencing the creation of 10+ new design components.
- Stack: Figma, Photoshop, Adobe CC, Prototyping, Jira

Servicios Liverpool S.A. de C.V.

August 2015- June 2023

Junior Web Designer - Senior Digital Designer

- Led the design for 200+ email campaigns and 150+ banners using Adobe Creative Suite, resulting in a 30% increase in campaign engagement based on performance metrics.
- Facilitated cross-functional workshops to define and implement design strategies, collaborating with marketing, product, and development teams to enhance user experience across 5 major brands.
- Utilized Google Analytics and user feedback to inform the redesign of key pages, resulting in a 20% uplift in conversion rates for targeted actions such as sign-ups or purchases.
- Collaborated closely with developers to implement new features, including carousels, personalization, and custom filters, into the Liverpool and Suburbia shopping apps, leading to improvements in user engagement and satisfaction.
- Served as the design lead for Suburbia's kiosk project and Liverpool's restaurant digital menu, overseeing the design process and ensuring alignment with brand guidelines and user preferences.
- Stack: Figma, Photoshop, Illustrator, Dreamweaver, HTML, CSS, Bootstrap, Javascript, Prototyping, Google Analytics

Desarrollo de Sistemas Corporativos en Internet DeSiCi S.A. de C.V.

June 2014- August 2015

Front end designer

- Designed and implemented 60+ mobile-first landing pages using tools such as Adobe Creative Suite and a mobile-responsive framework, resulting in a 15% improvement in conversion rates based on tracked user interactions and conversions.
- Created impactful graphic materials, including logos and email templates, to support brand identity and marketing efforts across various campaigns and initiatives. Collaborated closely with marketing teams to ensure visual assets were aligned with brand guidelines and campaign objectives.
- Served as both designer and webmaster for major brands utilizing Oracle CMS, overseeing the design and maintenance of their websites. Responsibilities included creating and updating web content, optimizing site performance, and ensuring brand consistency and usability across all digital touchpoints.
- Stack: Photoshop, Illustrator, Dreamweaver, HTML, CSS, Bootstrap, Javascript, Flash, Google Web Designer, Joomla, Wordpress, Google Analytics

Kichink e-commerce

September 2013- June 2014

Web Designer / Social Media

- Created impactful social media posts for Facebook, Twitter, and Instagram, utilizing Adobe Creative Suite to design visually engaging content and drive engagement with target audiences.
- Led the effort to design, animate, and sound edit 20+ tutorial videos for partners, addressing common questions such as setting up a shop and product photography techniques. These videos contributed to a significant reduction in support tickets and provided partners with valuable resources for self-help and onboarding.
- Utilized tools such as Adobe After Effects and Premiere Pro for video editing and animation, ensuring that tutorial videos were visually appealing, informative, and accessible to a wide audience.
- Stack: Photoshop, Illustrator, Dreamweaver, Video Editing, Photography, After Effects