

# EDU CASTELLANOS

## PRODUCT DESIGNER



### PERSONAL

#### CONTACT

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London based

#### SKILLS

User Experience (UX)  
User Interface (UI)  
HTML / CSS  
Design Systems  
Qualitative Research  
Quantitative Research  
Prototyping  
Typography  
Vector Illustration  
Motion Design

#### SOFTWARE

Figma  
Adobe Suite  
Jira Atlassian  
Contentsquare (Hotjar)  
Userinterviews.com  
Google Analytics  
Sketch  
Zeplin  
Flinto  
Principle

### EXPERIENCE

#### SENIOR PRODUCT DESIGNER (Sept 2015 - Aug 2024)

##### HARVEY NICHOLS (Retailer/E-commerce)

- Joined Harvey Nichols as a mid-weight Product Designer and, after four years, promoted to Senior Product Designer, being a sole designer for long period of time, reflecting consistent performance and leadership.
- Created and implemented Harvey Nichols' first design system, including components, icons and interactions, which were delivered through a phased roadmap. Continuously maintained and iterated on the system to meet evolving business needs and enhance brand consistency across digital platforms making a direct impact to our 2.5 million visits per month.
- Conducted Quantitative Research using tools like ContentSquare and Google Analytics 360 to identify user pain points and measure the impact of design decisions.
- Applied user-centered design principles through Qualitative Research methods, including conducting interviews, usability testing, and A/B testing. After a budget cut, established a 60-member internal User Testing Group to continue gathering actionable feedback, ensuring ongoing data-driven design iterations.
- Spearheaded the redesign of Harvey Nichols' first transactional app (iOS and Android), integrating the design system, enhancing user journeys, and incorporating motion design for a more engaging experience. Introduced innovative features tailored to meet user needs beyond the website, impacting nearly 72% of Harvey Nichols' audience. Conducted a comprehensive competitor analysis of 38 e-commerce apps to ensure strategic alignment and differentiation. Additionally, designed and prepared app icons and assets for Apple Store and Google Play submissions, adhering to platform guidelines to avoid delays and ensure seamless approval.
- Collaborated with the Development Team to deliver UX and UI solutions under tight deadlines, especially during high-demand sales campaigns. Played a key role in designing and developing HTML-coded prototypes for the updated Loyalty Programme, enabling users to add loyalty cards to mobile wallets. The project included implementing a seamless digital platform where users could select cash redemption options and unlock exclusive benefits, significantly enhancing the value and personalisation of the programme. This improved both the in-store and digital experiences, positioning the Loyalty Programme as a standout feature for customer engagement.
- Conceptualised and developed innovative digital functionalities for prestigious global brands such as Fenty Beauty, Chanel, Dior, Tom Ford, and Oxo Tower, aligning with client expectations and business objectives. A notable achievement was leading the creation of a digital Shade Finder tool for Fenty Beauty. This milestone marked Harvey Nichols' most successful

## EDUCATION

Bachelor's Degree - Arts  
School of Arts (Zaragoza /  
Spain) 2009

Certified on tools /  
platforms like:  
Google Analytics  
Google Adwords  
ContentSquare  
Jira Atlassian

2 Reference letters available  
upon request

## LIFETIME GOALS

Fontface creator  
JavaScript writer  
Portrait solo exhibition

## HUMAN BEING

Hola!

I'm a passionate designer with a love for the outdoors and an active lifestyle. I enjoy running, inline skating, tennis, snowboarding, and scuba diving—embracing adventure wherever I can. Motorbikes are another passion, bringing me the thrill of the ride. A perfectionist by nature, I'm driven to deliver high-quality work and continuously improve my skills. Family is everything to me, and I treasure the moments shared with my mom, sister, and little niece—they mean the world to me.

beauty launch in the UK, with the department store selling one Fenty Beauty foundation every minute and one lipstick every three minutes during the launch period.

- Mentored and guided new UX/UI designers, fostering professional growth and building a culture of design excellence within the team.
- Prioritised and managed workload in an Agile environment using Jira software, ensuring timely delivery of sprints and alignment with broader organisational goals.
- Collaborated with various departments, including HR, Photo Studio, Marketing, and in-store personnel, to deliver projects across SaaS, B2B, and B2C domains. Demonstrated adaptability and cross-functional teamwork by effectively addressing diverse challenges and supporting teams across the organisation.
- I played a pivotal role in a replatforming initiative, leading the redesign of the checkout process to simplify and enhance the e-commerce experience. By sketching, designing, and prototyping end-to-end user journeys, I drove engagement and conversions, directly contributing to our £60 million net sales revenue in 2023. Leveraging qualitative and quantitative research insights and benchmarking against 26 e-commerce platforms, I reduced the checkout steps from 8 to 4, achieving a significant recovery of 40% in conversion rates lost during the replatforming. This redesign also ensured optimal performance, with loading times and bounce rates remaining within normal limits.

## UX / UI DESIGNER (Mar 2015 - Sept 2015)

### CROWDScores (Tech Startup)

- Sketched, designed, and delivered end-to-end user journeys, ensuring a seamless and engaging experience for football fans across the app.
- Created intuitive iOS and Android interfaces, meticulously adhering to Material Design principles to maintain consistency, accessibility, and visual appeal across platforms.
- Ensured all designs were optimised for performance, accessibility, and responsiveness across a variety of devices and screen sizes, enhancing usability and retention.
- Conducted competitor benchmarking and user research to inform design decisions, incorporating best practices to stay ahead of industry trends.
- Thrived in a small, fast-paced team environment, successfully managing multiple projects simultaneously while consistently meeting tight deadlines.

## PRODUCT DESIGNER (Feb 2015 - Present)

### FREELANCE

## WEB MULTIMEDIA DESIGNER (Feb 2011 - Feb 2015)

### GRUPO ASIS (Communication Agency)

## WEB DESIGNER (Feb 2010 - Feb 2011)

### COMUNICA-T (Communication Agency)

## WEB DESIGNER (Jan 2009 - Jan 2010)

### ABACO DIGITAL (Communication Agency)

More information about the last four experiences on my LinkedIn profile.