UI DIGITAL DESIGNER (Sept 2015 - Present)
HARVEY NICHOLS http://harveynichols.com

- Designing and sketching user end to end journeys improving and making easy a whole ecommerce experience and adding an extra value testing fully functional prototypes on stakeholders.
- Creating from scratch new functionalities or digital tools for clients like: Fenty Beauty, Chanel, Dior, Oxo Tower.
- Improved existing functionalities and supported with HTML prototypes parts like: Homepage, Header, Footer, Pdp, Plp, Clp, Shopping Bag, Checkout.
- Supporting ecommerce campaigns artworks.
- Strong digital corporative identity creating a new style applied on the whole site, a coded new pattern library or a new full icon library. Mentored my Ux workmate.
- Tracking results on the improvements applied on the site.

UI/UX DESIGNER (May 2015 - Sept 2015)
CROWDSCORES http://crowdscores.com

- Designing and sketching user end to end journeys.
- Creating iOs/Android interfaces and content following Material Design principles.

FREELANCE DESIGNER (Feb 2015 - May 2015)

- Recently arrived to UK I worked as a freelance designing websites, creating print works or improving digital experiencies for companies like **Forever England** (https://foreverengland.com), **The Old Crown** (https://theoldcrownpublichouse.com), **Ceva** (https://www.ceva.co.uk), **The Ghost Bus tours** (https://theghostbustours.com), or **Spabreaks.com** (https://spabreaks.com).

MULTIMEDIA WEB DEV (Feb 2011 - Feb 2015)
GRUPO ASIS http://grupoasis.com

- Creating and improving digital experiences for Animal Health industry clients like: Bayer, Pfizer, MSD, Ceva, Nestle.
- Kiosk app created for iOs/Android using Aquafadas and submmited on Apple Store and Google Play.
- Email marketing design and code and tested on 5 email servers.
- Wordpress sites; instalation, customisation and maintenance.
- eBooks created using iBooks Author or Illustration digital and video.
  REFERENCE LETTER AVAILABLE ON REQUEST

DESIGNER & FRONT END DEV (Jan 2010 - Feb 2011)
COMUNICA-T http://comunica-t.net

- Sketching, defining, creating and improving print works and digital experiences.

DESIGNER & FRONT END DEV (Jan 2009 - Feb 2011)
ABACO DIGITAL http://abaco-digital.es

- Sketching, defining, creating and improving print works and digital experiences.
  REFERENCE LETTER AVAILABLE ON REQUEST

EDU CASTELLANOS
DIGITAL DESIGNER

SKILLS

Visual Design
Prototyping
Motion
Branding Identity
Vector Illust.
Typography

Code
HTML5
CSS3

UX
Content Square
Google Analytics
Google Optimizer
User flows

SOFTWARE

Sketch
Adobe Suite
Flinto
Principle
Zeplin
Invision

MUST

Awwwards
Dribbble
Material Design

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