



EDU CASTELLANOS

SR. UX/UI DESIGNER & PRODUCT DESIGNER

<https://www.educastellanos.com/>

SUMMARY

Senior UX/UI & Product Designer with experience since 2009, including 9 years leading design in retail and, more recently, in SaaS. Skilled in bridging design and development through solid HTML/CSS knowledge.

Experienced in quantitative and qualitative research and designing for cross-functional platforms across web and native apps.

Developed two comprehensive design systems from scratch, enhancing consistency, scalability, and team collaboration.

EXPERIENCE

SENIOR UX/UI DESIGNER (Mar 2025 - Present)

G10X (Global Agency – United Kingdom/Remote)

- **Leading UX and UI design for a SaaS platform developed for one of the UK's largest pub groups** (5,000+ venues), enhancing usability and visual coherence across the product.
- **Defined and implemented comprehensive UX and UI plans**, aligning business objectives with user needs to create a scalable, structured design process.
- **Conducted a deep comparative review of CMS platforms**, identifying usability issues, proposing potential solutions, and referencing Material Design (Google) and Human Interface Guidelines (Apple) standards to inform best practices.
- **Designing and developing the company's first Design System**, establishing a cohesive visual language and component library to improve cross-team efficiency.
- **Building the foundation for a white-label design system** to support future client customisation and accelerate design delivery across projects.

CONTACT

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London based

Spanish Citizen

Settled Status visa

Open to relocation

SKILLS

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

TOOLBOX

Figma

Adobe Creative Suite

SENIOR PRODUCT DESIGNER (Sept 2015 - Aug 2024)

HARVEY NICHOLS (Retailer/E-commerce – United Kingdom/Hybrid)

- Promoted from Mid-weight to Senior Product Designer, leading UX/UI for all digital platforms and acting as sole designer for extended periods.
- **Built and maintained Harvey Nichols' first design system**, improving consistency, scalability, and delivery speed across web and app experiences for 2.5M+ monthly visits.
- **Led quantitative and qualitative research** using ContentSquare, Google Analytics 360, interviews, and A/B testing; established a 60-member testing group to sustain insights after budget cuts.
- Spearheaded the **redesign of the transactional app (iOS & Android)**, **integrating the design system**, improving user-journeys, and enhancing engagement for 72% of the user base.
- Collaborated with developers to deliver **HTML prototypes and UX/UI for campaigns and the Loyalty Programme**, driving in-store and digital engagement through wallet integration and reward personalisation.
- **Directed the checkout redesign, reducing steps from 8 to 4 and recovering 40% of lost conversions**, contributing to £60M net sales in 2023.
- Delivered UX/UI solutions for major brands like Fenty Beauty, Chanel, Dior, Tom Ford, and Oxo Tower, including a **digital Shade Finder that drove Harvey Nichols' most successful UK beauty launch**.
- **Mentored junior designers** and collaborated cross-functionally (HR, Marketing, Photo Studio, in-store teams) in an Agile environment, ensuring alignment across B2C, B2B, and SaaS initiatives.

UX / UI DESIGNER (Mar 2015 - Sept 2015)

CROWDScores (Tech Startup – United Kingdom/On site)

- Designed end-to-end user journeys and intuitive iOS/Android interfaces for football fans, following Material Design principles to ensure accessibility, consistency, and engagement.
- Conducted user research and competitor benchmarking to inform design decisions and optimise performance, responsiveness, and usability across.
- Managed multiple projects in a fast-paced environment, consistently meeting tight deadlines.

Further details on these roles and four earlier design experiences (seven years in total) are available on my LinkedIn profile:

<https://www.linkedin.com/in/educastellanos/>

Sketch
Zeplin
Finto · Principle
Jira Atlassian
Contentsquare (Hotjar)
Userinterviews.com
Google Analytics

EDUCATION

BA in Arts, School of Arts
(Zaragoza, Spain) – 2009

Certified in:

- Google Analytics
- Google Adwords
- ContentSquare
- Jira Atlassian

2 Reference letters
available upon request

SOFT SKILLS

- Leadership & Mentorship
- Cross-functional Collaboration
- Analytical Thinking
- Adaptability
- User Empathy
- Attention to Detail
- Strategic Communication
- Resilience