

UI DIGITAL DESIGNER (Sept 2015 - Present)

HARVEY NICHOLS <https://harveynichols.com>

- Producing and taking ownership on the evolution of UI Brand Guidelines for global use.
- Coordinating and developing site content with Development, Editorial and Trade to ensure visuals are accessible and to the highest standard.
- Creating new functionality by creating prototypes through CodePen and various prototyping tools.
- Tracking results in Google Optimize by A/B testing the visuals to ensure the interactivity is prominent to the user.
- Mentoring and advising Digital Designers and UX Designers by providing alternative solutions.
- Liaising with Google by providing competitive analysis on Progressive Web Apps to strategise a better experience on mobile.
- Working alongside with the Development team to ensure all modifications and improvements are on the Digital development roadmap.

UI/UX DESIGNER (May 2015 - Sept 2015)

CROWDScores <https://crowdscores.com>

- Developing an end-to-end user journeys to capture the painpoints.
- Using Material Design principles to aid in creating iOS and Android interfaces.
- Working alongside a design team to ensure that the business goals and user needs are aligned in the design process.

FREELANCE DESIGNER (Feb 2015 - May 2015)

- Liaising with clients in order to capture the requirements planning out the deadlines to ensure all assets and content are on time.
- Capturing the customer's journey, I produced offline and online experience to ensure the client's brand is known.
- Having one-to-ones with clients to have a better understanding on the design approach and receiving positive feedback on my contribution.

MULTIMEDIA WEB DEV (Feb 2011 - Feb 2015)

GRUPO ASIS <https://grupoasis.com>

- Liaising with Animal Health industry clients such as Bayer, Pfizer, MSD, Ceva, Nestle, etc to create and improve the digital experience.
- Using Aquafadas, I produced interactive mobile experience both on iOS and Android to generate more revenue to ensure users are engaging with the content available on the native app.
- Creating Email marketing campaigns that is responsive on all devices and ensuring the capability of viewing on Outlook, Google Mail and other email suppliers.
- Developing and maintaining content through their CMS, WordPress.
- Creating high level interactive eBooks by using tools such as iBooks Author or Illustration digital and video to ensure content is engaging.

REFERENCE LETTER AVAILABLE ON REQUEST

DESIGNER & FRONT END DEV (Jan 2010 - Feb 2011)

COMUNICA-T <https://comunica-t.net>

- Creating and defining both offline and online experiences.

DESIGNER & FRONT END DEV (Jan 2009 - Feb 2011)

ABACO DIGITAL <https://abaco-digital.es>

- Producing HTML and CSS Templates to be implemented onto a CMS that allows functionality to the clients.
- Working alongside with specific stakeholders to ensure both the offline and online experience are seamless.

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EDU CASTELLANOS
DIGITAL DESIGNER

VISUAL DESIGN

Branding Identity
Typography
Iconology

UX

Prototyping
Interactive design
Wireframing

CODING

HTML5
CSS3

DATA

Content Square
Google Analytics
Google Optimizer

SOFTWARE

Sketch
Adobe Suite
Flinto
Codepen
Principle
Zeplin
Invision

MUST

Awwwards
Dribbble
Material Design

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