



EDU CASTELLANOS
PRODUCT DESIGNER

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DAILY TOOLS (2024)

Figma

Adobe Suite

Jira Atlassian

ContentSquare

Google Analytics

EXPERTISED ON

UX / UI

HTML / CSS

Prototyping

Typography

Vector Consistency

PASSIONATE ABOUT

Motion Design

Consistency

Design Systems

Pixel Perfection

ENTHUSIASTIC ON

Carbon Design

Material Design

Dribbble

Awwwards

LIFETIME GOAL

Single Font Face Creator

JavaScript Reader

SENIOR PRODUCT DESIGNER (Sept 2015 - June 2024)

HARVEY NICHOLS (<https://harveynichols.com>)

- Create, implement into a phased roadmap, deliver, and maintain the first design system (components, icons, interactions) for Harvey Nichols.
- Identify pain points on Harvey Nichols website using tools such as ContentSquare and Google Analytics.
- Completely redesigned the recently released native app (iOS and Android), applying a design system and incorporating motion design. Additionally, updated existing user experience journeys and created new ones that did not exist on the website.
- Prepared and created high-quality icons and assets for market submissions, ensuring compliance with the requirements of Apple Store and Google Play.
- Sketch, design, and prototype end-to-end user journeys to improve and simplify the overall e-commerce experience.
- Support the Development team in a fast-paced environment, being responsible for UX and UI during high-demand sale campaigns.
- Create new digital functionalities from scratch for global clients such as Fenty Beauty, Chanel, Dior, and Oxo Tower.
- Improve existing core parts of the website/native app by creating prototypes, testing them against exhaustive competitor analysis, and evaluating them within an HN UX testing group that I established.
- Conduct personal interviews to gather research and feedback.
- Guide, support, teach, and mentor new UX/UI designers.
- Prioritise work in an Agile environment supported by Jira software.

UX / UI DESIGNER (May 2015 - Sept 2015)

CROWDScores (<https://crowdscores.com>)

- Sketched, designed, and delivered end-to-end user journeys to ensure a seamless and engaging user experience.
- Created intuitive iOS and Android interfaces, adhering to Material Design principles to maintain consistency and visual appeal across platforms.
- Collaborated with product managers and developers to translate user needs and business goals into functional and aesthetically pleasing designs.
- Ensured that all designs were optimised for performance and responsiveness on a variety of devices and screen sizes.
- Participated in daily stand-ups and sprint planning meetings to align design activities with project timelines and deliverables.

FREELANCE DESIGNER (Feb 2015 - May 2015)

- Recently arrived in the UK, I worked as a freelance designer creating websites, print materials, renewing company identity images, and improving digital experiences for British clients such as: Ceva, Forever England, Spa Breaks, The Ghost Bus Tours, The Old Crown.

WEB MULTIMEDIA DESIGNER (Feb 2011 - Feb 2015)

GRUPO ASIS (<https://grupoasis.com>)

- More info about this role experience on my linkedin profile.

WEB DESIGNER (Jan 2010 - Feb 2011)

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

- More info about this role experience on my linkedin profile.

WEB DESIGNER (Jan 2009 - Jan 2010)

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

- More info about this role experience on my linkedin profile.