

Jason Darius Castañeda

Product Designer

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Education

- **BSc Computer Science | 1st Class**
Kingston University
Sept 2010 - July 2013
- **BTEC National Diploma IT Practitioners and A-Level Graphic Design**
Chichester College
Sept 2008 - June 2010
- **AS-Level in Art, IT, Product Design**
Bognor Regis Community College
Sept 2005 - July 2008

Skills

I have experience in collaborating with teams to brainstorm and whiteboard concepts. I can create wireframes at varying levels of fidelity.

- Interaction Design
- Visual Design
- User Research
- Usability Testing
- Illustrations
- Agile Methodology
- Design Thinking
- Lean UX
- Analytics
- Facilitating Design Workshops
- Design Retrospective

Software

- Sketch
- Flinto
- Principle
- InVision
- Marvel
- Confluence
- JIRA
- Trello
- Adobe Suite
- Keynote

Awards & Certification

- **ContentSquare Certified**
2018 - Present
- **Princess Diana Award**
2016

Summary

As a Product Designer, I create digital experiences for the user that are ease to use from start to finish of a product/service focusing on micro-interactions of how the user feels, perceives and interacts. My role is to provide a middle ground for the business and the user, working with both to achieve an end goal. I define myself as a designer who likes to back up the designs with analysis. Changes occur every day, especially in the behaviors of users which is why I have a strong belief in user-centered design. Improving the user experience for a service/product is the area that excites me the most.

Experience

RealifeTech

Jan 2021 - Current

Mid-Senior Product Designer

As a team of 3 Product Designers, I work closely on improving the SAAS product for the company, which involves discovering new features and maintaining the User Experience of the product. Working on a product that delivers Mobile App solutions as well as Personalization, I worked collaboratively across different departments and stakeholders to deliver better features.

- Influence and shape the RealifeTech Platform that aligns with Product Market Fit
- Using what we can deliver Now, Near, and in Future iterations of the product/feature
- Competitor Analysis to understand the current trends
- Creating a UX Audit that will identify problems with the platform that will, in turn, become backlog tickets
- Producing service level user flows that help Architecture identifies development problems
- Establishing a Design Process that improves the company structure on releasing features
- Advising on design improvements to the team that focuses on a particular feature/product
- Workshopping Design Retros on any concerns and how we can solutionize it
- Working alongside iOS and Android by having meetings on Feedback sessions for particular releases

YNAP Group (Fashion Division)

Nov 2018 - Dec 2020

Product Designer

As a Product Designer, I work in a team of 4 to optimize every touchpoint on THE OUTNET. I led the design and vision for the iOS Refresh. I designed new features that are localized in Arabic, German and Japanese to optimize emerging countries. This will help strategize and optimize areas to help understand the experiences are successful or not. Establishing a Design System that will help collaboration with Tech Teams, this will help communicate the language what is THE OUTNET as a brand is. My main role for THE OUTNET is growth related in Web, iOS and Android. My work spans from getting the requirements to seeing the project going through the agile approach.

- Influence and shape the The OUTNET Product with research and data by executing design work using high quality wireframes, mockups, user journeys, and cross-platform interactive prototypes
- Collaboration is key, facilitating Workshops with specific stakeholders in order to identify business needs
- Conducting Internal Testing with users to determine the results on the prototype

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- Strategizing localization to understand localization to then globalization
 - A/B Testing on specific areas on the website e.g. making the search more visible
 - Creating a Design System in order to make components reusable
 - Benchmarking industry standard
 - Producing service level user flows
 - Producing User Test plan to ensure tasks are thought out as well observing user's interaction
 - Creating UI experiences by understanding the technical feasibility

Harvey Nichols

Jan 2017 - Nov 2018

UX Designer

I was the only UX Designer at Harvey Nichols. Working closely with people in Merchandising, Editorial, and other stakeholders to design the user experience across Harvey Nichols' website providing innovative solutions for users across UK, International, and Hong Kong. During my time at Harvey Nichols, I established User Testing alongside the Product Manager and worked on Fenty Beauty bespoke pages, Rewards Offering, and Product Details Page, establishing a new checkout process, and various projects. I am responsible for projects from scoping, analyzing, briefing, architecting, UX, and designing the output.

- Using ContentSquare to analyze the user in-path analysis
- Producing heatmaps to provide analytical support
- Working in a Kanban Agile Environment
- Conducting Guerrilla Testing with users to determine the results on the prototype
- Gathering requirements from specific stakeholders to produce wireframes
- A/B Testing on specific areas on the website e.g. making the search more visible through Google Optimize
- Working with 3rd Parties to ensure the user experience is required
- Researching on the competitive analysis to understand what is currently out there.
- Supporting Editorial with the UX by ensuring the journey is approved
- Gathering quantitative data based on the prototype to ensure feedback is taken into consideration and implemented in the next iteration

Website Success

Aug 2015 - Dec 2016

UX/UI Designer

Please see LinkedIn for more information.

UniPro Ltd

June 2015

Contract UX Designer

Please see LinkedIn for more information.

Kantar Retail

Sept 2013 - Mar 2015

Multimedia Designer

Please see LinkedIn for more information.

Website Success

Jan 2010 - Sept 2010

Web Designer

Please see LinkedIn for more information.

References And Password Available On Request