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London, UK

SKILLS & STRATEGY

- 0→1 Product Design
- Design Systems (from scratch)
- Complex Workflow Design
- User Research & Usability Testing
- eCommerce UX & Conversion
- Service Design & Blueprinting
- Data-informed Design / A-B Testing
- Workshop Facilitation & Mentorship

PLATFORM EXPERIENCE

- iOS & Android (native)
- Web & Responsive
- B2B SaaS
- Enterprise & Operational Tools
- Shopify / eCommerce
- Internationalisation & RTL

TOOLS

- Figma & FigJam (advanced)
- Sketch, InVision
- Adobe Creative Suite
- ContentSquare (certified)
- Jira, Confluence, Trello
- Claude, Claude Code, Cursor
- GitHub
- Linear

EDUCATION

BSc Computer Science, 1st Class

Kingston University · 2010–2013

BTEC National Diploma IT & A-Level Graphic Design

Chichester College · 2008–2010

AWARDS & CERTIFICATION

ContentSquare Certified — 2018

Princess Diana Award — 2016

Jason Darius Castañeda

Senior Product Designer

SUMMARY

Senior Product Designer with 12+ years leading consumer and enterprise product design across native mobile, web, and B2B platforms — from a 2M+ user iOS commerce redesign to 0→1 flows built from scratch. I own problems end-to-end, from ambiguous discovery through production-ready delivery, partnering closely with Engineering, Research, and Product to ship high-craft, accessible experiences at scale. I run workshops and critiques, mentor other designers, and prototype directly in code and in Claude to test ideas fast and explore more options before a wireframe is ever drawn.

EXPERIENCE

Phillips Auctioneering *Senior Product Designer*

Full-Time (Feb 2023 – Present) · Contract (Jul 2022 – Feb 2023)

- Redesigned the partner onboarding flow end-to-end — cut specialist processing time by ~40% and eliminated the highest drop-off point in the journey. Research with ops staff and partners materially changed the final solution before a wireframe was drawn.
- Shipped a 0→1 digitised Consignment Journey in under 2 months, replacing a fully paper-based intake workflow. Now the primary channel across all global regions.
- Built the enterprise tooling suite from scratch — dashboards, CRM interfaces, and ops screens for London, New York, and Hong Kong — using a single modular component system that holds across three teams with different workflows.
- Use Claude as a working design tool, not just a chat window — prototyping flows in code to get real, instant feedback from ops and engineering before a wireframe is even drawn, and to explore more options in the time it used to take to explore one.
- Worked on building an AI Design System via Shadcn, to quickly create prototypes to get instant feedback through our stakeholders
- Mentored 2 junior designers through weekly critique cadences and documentation standards, raising team-wide output quality.

RealifeTech *Mid-Senior Product Designer*

- Designed a 0→1 operator configuration system that cut client time-to-live by ~30% and eliminated a recurring category of support tickets — validated with real venue operators before launch.
- UX audit and competitive analysis reprioritised the roadmap, cutting 6 weeks of low-ROI planned work and shipping two higher-impact features ahead of schedule.
- Maintained zero post-sprint UX regressions across 4 consecutive Agile quarters through pre-sprint constraint conversations with engineering, not heroics at handoff.

YNAP Group (Fashion Division) *Product Designer*

- Built a cross-platform Design System from scratch across Web, iOS, and Android — reduced design-to-engineering handoff time by ~35% and eliminated platform inconsistencies generating recurring rework.
- Directed the iOS redesign shipped to 2M+ users — rearchitected navigation and core commerce flows, working directly with iOS engineers throughout to validate feasibility.
- Validated 4 major product decisions through A/B testing before engineering build. Unlocked 3 new markets (Arabic RTL, German, Japanese) — Arabic became the fastest-growing post-launch.

Harvey Nichols *UX Designer*

- Designed the Fenty Beauty launch — £1M+ revenue in week one, 18% Shade Finder mobile add-to-bag, and 0 minutes of downtime while Sephora and Fenty's own site went offline.
- PDP redesign delivered +34% add-to-bag, +27% mobile conversion, +£2.80 revenue per session — validated through a 50/50 A/B test before full rollout.
- Introduced Harvey Nichols' first structured usability testing programme — defined methodology, recruited users, ran sessions, and turned findings into evidence-backed decisions.
- Led a full checkout redesign across 3 regional platforms simultaneously, validated through ContentSquare heatmaps and scroll analytics post-launch.

Earlier Career

- Website Success — UX/UI Designer (Aug 2015 – Dec 2016)
- UniPro Ltd — Contract UX Designer (Jun 2015)
- Kantar Retail — Multimedia Designer (Sept 2013 – Mar 2015)
- Website Success — Web Designer (Jan 2010 – Sept 2010)