

John Castle

UX/UI Designer

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- ⊕ Talent for creating clean, intuitive products that boost brand efficacy.
- ⊕ Design background stemming from photography + film editing.
- ⊕ Experience collaborating with software developers on responsive web + iOS products.

Tools

Adobe CC
Figma
Invision
Jira
Keynote
Marvel

Miro
Mural
Powerpoint
Sketch
Trello

Skills

Collaboration
Design Sprints
Design Systems
Design Thinking
Iconography
Logo Design
Personas

Prototyping
Responsive Design
Usability Testing
User Research
Visual Design
Wireframing

Education

FLATIRON SCHOOL
UX/UI Design
2020

LOYOLA MARYMOUNT UNIVERSITY
B.A. in Film Production
2015

Design Experience

JCASTLE MEDIA | Redwood City, CA 2015 - Present
UX/UI Designer | Digital Content Creator

- Collaborated with software developers, project managers, and users to create interactive designs that exceeded both business and user expectations.
- Developed high quality deliverables: responsive website mockups, prototypes, and style guides based on analysis of current market trends and verified through user testing.
- Photographed a vast catalog of work with a focus on portraits and landscapes for print.
- Produced and edited a wide variety of shorts, music videos, and commercial content.

GG LEAGUES | Chicago, IL 2020
UI Designer

- Improved brand efficacy by 83% through typography, color, iconography and logo design.
- Designed and prototyped responsive web mockups that empower players to track their growth and interact with each other in a positive and friendly online community.
- Created a comprehensive design system comprised of all the design components and their standards for use in GG Leagues' responsive site.

MIND OVER MATTER | San Francisco, CA 2020
UI Designer

- Designed a responsive mental health resource site focused on high school and college students, complete with: logo design, responsive web mockups, high fidelity prototype development, user testing, and style guide.

OFWA | San Francisco, CA 2020
UI Designer

- Designed a marketing campaign for the Organization for Food Waste Awareness, complete with: shelf life stickers, logo design, iOS mockups, and high fidelity prototype for the OFWA's landing page.

Additional Experience

BORROWLENSES | San Carlos, CA 2018 - 2020
Digital Specialist

- Worked with customers to define their photography goals and select the best equipment

MOBIUS FIT | Redwood City, CA 2015-2018
Client Specialist

- Provided customers with an outstanding fitness center experience – positive, friendly, efficient service