John Castle
UX/UI Designer

🏠 SF Bay Area, California

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💻 jcastlemedia.com

✉️ john@jcastlemedia.com

in in/john-castle-design

⊕ Talent for creating clean, intuitive products that boost brand efficacy.

⊕ Experience designing B2B, B2C, SaaS products across various industries

⊕ Experience collaborating with software developers on responsive web + iOS products.

Tools

Adobe CC	Miro
Figma	Mural
Invision	Powerpoint
Jira	Sketch
Keynote	Trello
Marvel	

Skills

Collaboration	Prototyping
Design Sprints	Responsive Design
Design Systems	Usability Testing
Design Thinking	User Research
Iconography	Visual Design
Logo Design	Wireframing
Personas	

Education

FLATIRON SCHOOL
UX/UI Design
2020

LOYOLA MARYMOUNT UNIVERSITY
B.A. in Film Production
2015

Design Experience

CAPITAL ONE | New York, New York (Remote)   2022
UX/UI Designer

- Designed a trailblazer MVP for Capital One's recoveries agent experience, focused on migrating agents from Capital One's outdated CRM web product to its current CRM web product.

- Interviewed recoveries agents and conducted side-by-side monitoring sessions to create a recoveries agent journey map to focus the scope of the MVP design.

- Collaborated with product owners and tech leads throughout the design process to ensure alignment on business and user goals for the MVP.

- Led design reviews and legal reviews to ensure that the MVP met Capital One's design principles and Legal, Compliance, and Risk standards.

JCASTLE MEDIA | Redwood City, CA   2015 - 2022
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 family portraits, headshots, xmas cards and landscapes for print.

- Produced and editing a mix of shorts, music videos, and social media content for the fitness, sales, and real estate industries.

GG LEAGUES | Chicago, IL (Remote)   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.

Additional Experience

ELECTRIC MONSTER | Los Angeles, CA (Remote) 2023 - Present
React Media Video Editor

- Editing and producing viral videos for REACT Media's YouTube channel, consistently achieving high engagement rates and views.

- Designing and implementing original motion graphics, video transitions, and dynamic text graphics to enhance content quality.