



I'M JORGE CASTILLO

UX DESIGN PORTFOLIO

#ALL ABOUT ME



JORGE CASTILLO

UX Strategist/Manager



Hello! I'm Jorge Castillo. Senior User Experience Strategist / Manager with 10+ years experience creating usable and delightful online experiences. I have an unique skill set of design strategy, user research, information architecture and content strategy, user interface design, and usability testing. I use my extensive experience in brand and product management to lead clients and project teams from ambiguity to clarity by setting direction that combines user, business, and development goals. My skill set brought me to some amazing Fortune 500 companies where I focused in bringing digital strategies and marketing programs to life. Am experienced using data analysis and team leadership skills to make informed decisions and direction and create a path and vision for teams to execute.

I hold a **Masters degree in Fine Arts** with a mention on Computer Graphics and also another degree on Information Technology.



#CHECK EDUCATION HISTORY

2007 MASTERS IN FINE ARTS
Florida Atlantic University
Mention in Computer Animation and 3D Design.

2003 BACHELOR IN INFORMATION TECHNOLOGY
University Of Phoenix
Plantation, FL

2000 DIPLOMA MCSE WINDOWS 2000
Atlantic University Continuing Education
Completed Microsoft Certified System Eng.
Course.

1998 ASSOCIATES IN COMPUTER ANIMATION
Art Institute of Fort Lauderdale
Fort Lauderdale campus. FL

#PAST WORK HISTORY

2019-PRESENT

Senior Manager - UX Design & Strategy
BMI Elite

Provide strategic thinking and vision for product, cost and mission statement. Act as a bridge between the product team and users needs by facilitating strategic alignment of the product roadmap. Create balance and sophistication for all product interfaces despite of technical challenges/limitations. Continue to push the boundaries but exploring, evaluating and adapting new trends, softwares and/or processes....

2018-2019

Voice AI Design Thinker, Experience Center
PriceWaterhouseCoopers

Bridge traditional business requirements into cognitive conversations. Provide insight on how to build utterances and responses based on common practices for Voice design. Produce high-level detailed wireframes. Bridge technical limitations with cognitive tasks by leveraging creative thinking and product design principles...

2016-2018

Digital Transformation UX Principal
Perficient

Analyze UX problems and create design solutions that meet measurable business requirements and goals. Incorporate market analysis, customer feedback, technical constraints, and usability findings into design. Quickly and iteratively create interaction flows, wireframes, and visual design mockups throughout the design process to illustrate proposed changes. Develop and maintain detailed information architecture...

2014-2016

e-Commerce Creative Director
IBM Global ECommerce Group

Coordinate and lead UI developers on daily tasks including offshore designers. Provide rapid prototypes POCS for clients within IBM's latest Commerce platform. Tailor each installation to the client's needs by extending the platform when needed through conceptual art, wireframes, animations, mocks, and live interactions. Work closely with Java developers, business owner, Business Analysts and designers...

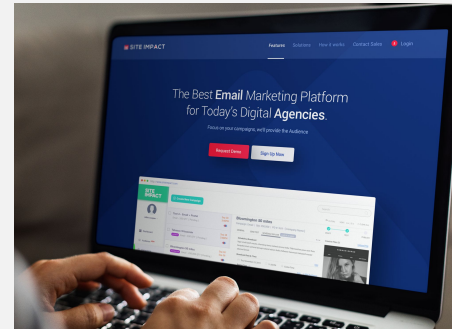


#PROJECT PORTFOLIO



BMI ELITE / SITE IMPACT

In 2019 I joined BMI in an effort to evaluate and revamp key sections of all customer facing apps as well as internal apps they currently used.



WEBSITE REDESIGN

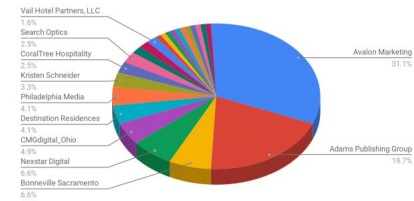
Revamping all customer facing apps couldn't be done without adding a fresh look to their website.

CUSTOMER FACING APPS

A deep dive into their data was necessary in order to understand users, create patterns and personas and position core features front and center



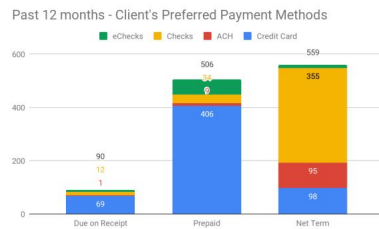
#PROJECT PORTFOLIO



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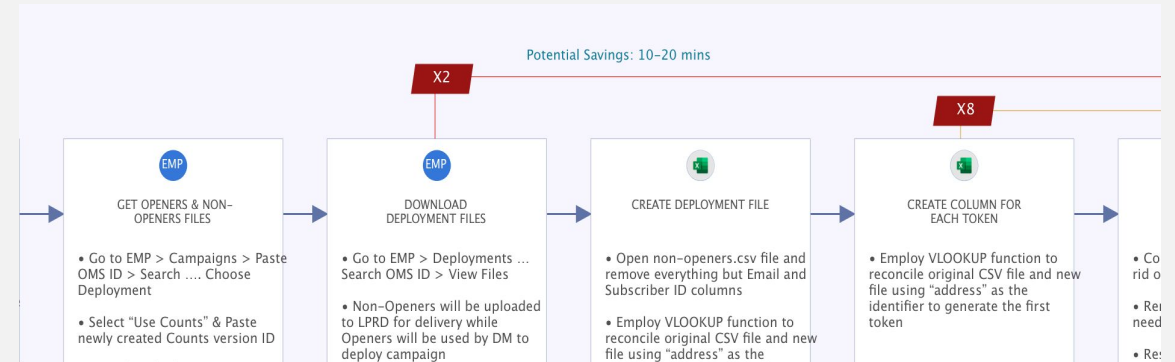
Payment Center

Active: 2,509 (May 2019 - May 2020)
Inactive: 1,782



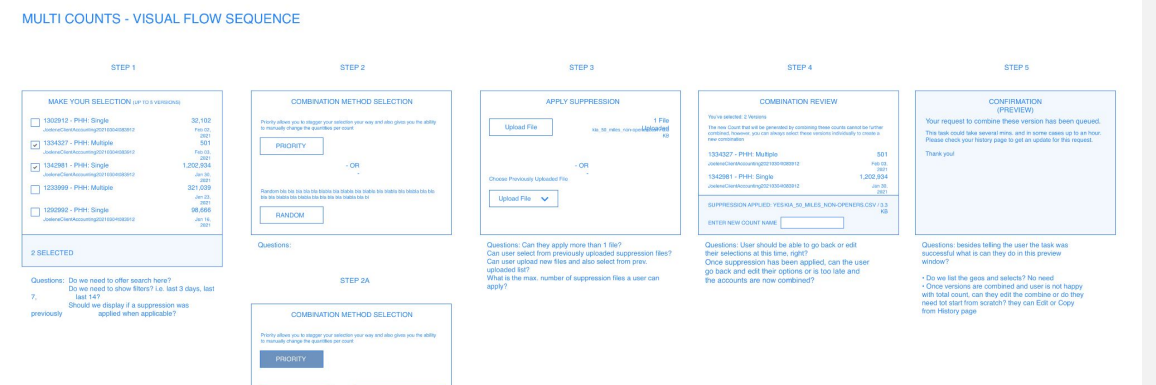
Take Away

OMS CREATIVE PIPELINE

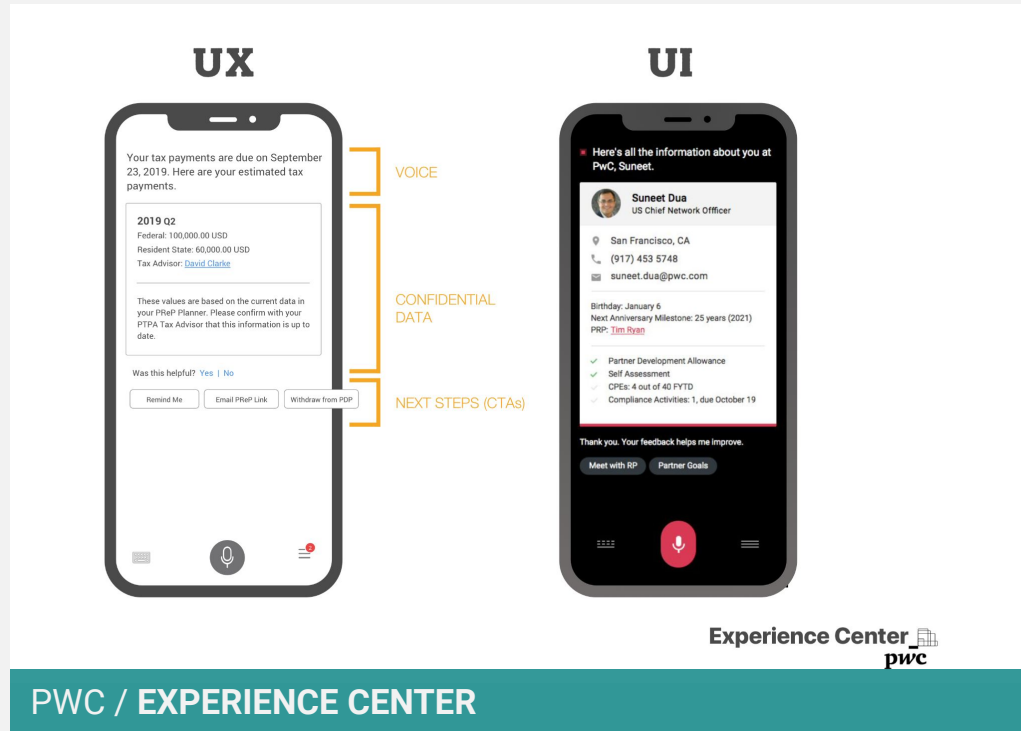


DOCUMENTATION & USER FLOWS

Each analysis led to a conversation with the Execs team regarding efficiency and cost with an focus on transactional cost and implementation



#PROJECT PORTFOLIO



In the Fall of 2018 I joined the PwC team in a very interesting project; a Voice app. I've only read about AI specially for Voice. This project involved a deep dive into big data, personas, and close interaction with AI developers in order to map out all the experiences.

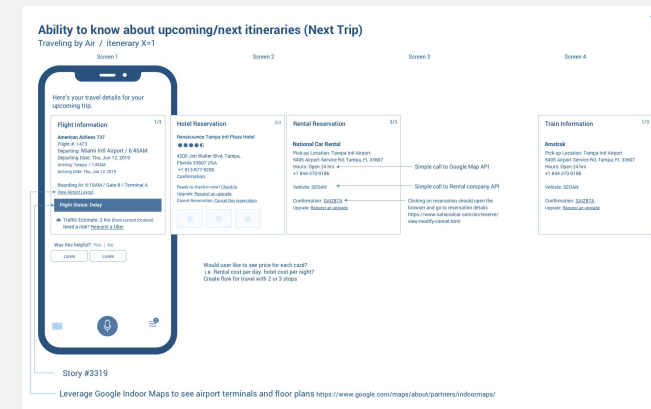


VOICE APP PILOT

PwC explored all possibilities regardless of cost when it came to saving execs time, a huge amount of resources were allocated to this project and the features in this app were endless.

BEYOND BRANDING

Testing the limits of automation in combination with voice recognition patterns. This app was both cutting edge and attractive to all users.



#PROJECT PORTFOLIO



In **2016** Thyssenkrupp decided to revamp their old apps. I had the pleasure of leading a group of brilliant designers achieve the optimal goal. A variety of techniques were invoked in this difficult task. Personas, journey-maps, and tons of whiteboarding are just a few to list.

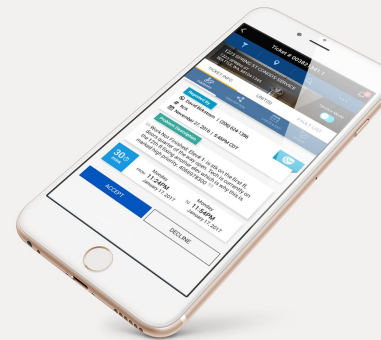


JORGE CASTILLO
UX Portfolio Presentation



REVAMPING TRACKING SYSTEM (Desktop App)

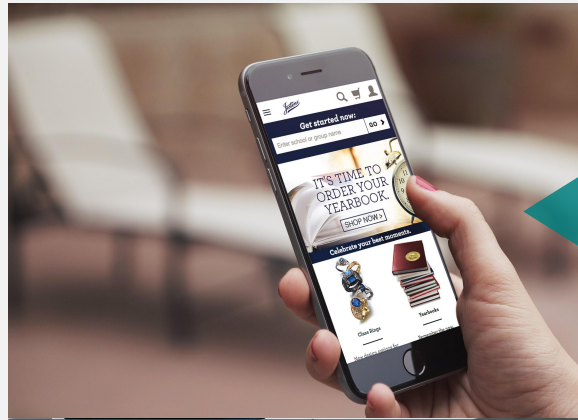
Engaging users through a cohesive flow was a challenge, but leveraging analytics together with user interviews gave us the recipe for a great design.



ENHANCING MOBILE EXPERIENCE

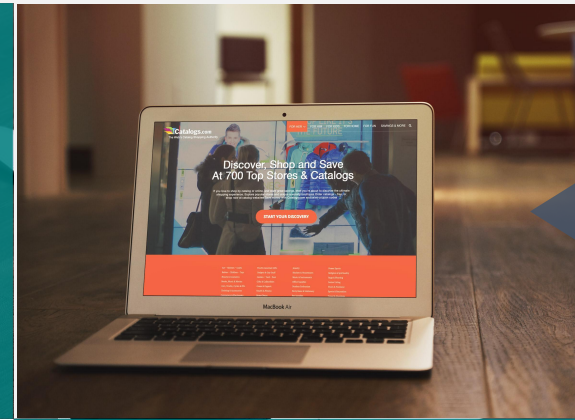
A **fresh** and intuitive mobile experience was created to satisfy all personas during this task. The client was super happy and all results of usability testing proved it.

#PROJECT PORTFOLIO



JOSTENS.COM

My task at IBM was to come up with a complete redesign of the Jostens.com website, starting with their most popular product; the Yearbook.



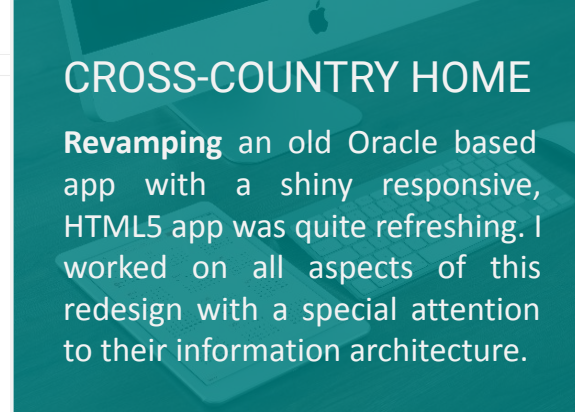
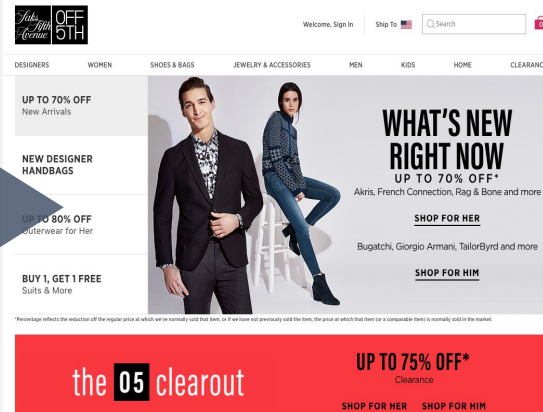
CATALOGS.COM

Redesigning this intriguing app was a lot of fun, heavy already on its functionality I needed to make sure the design was lite and engaging while delivering the message effectively.



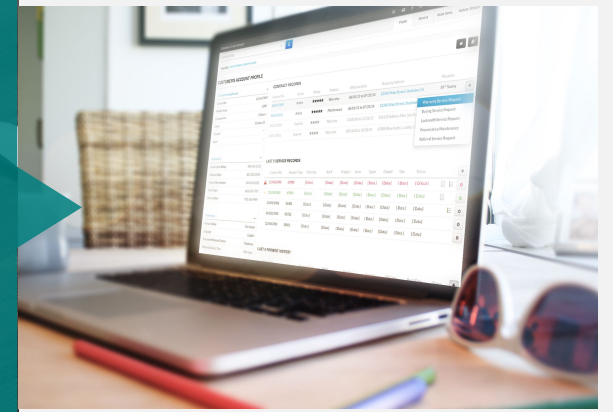
SAKSOFF5TH.COM

Saks is all about their branding, this has to reflect on their website too. Keeping a design which flows just as much as catalog was my primary task.



CROSS-COUNTRY HOME

Revamping an old Oracle based app with a shiny responsive, HTML5 app was quite refreshing. I worked on all aspects of this redesign with a special attention to their information architecture.





UX Case Study (Thyssenkrupp IOS App)



Project Metadata

Metadata	Metadata Input
Project Name	Thyssenkrupp Elevators - Tech Connect (Mechanics everyday app)
Project Tagline	IOS App revamp with new modules to be added
Project Summary	Tech Connect is an IOS app built with Cordova Ionic, NodeJS, MongoDB and OracleCloud. In this app, mechanics check in their daily to-dos. Not only they have access to their schedules but can also manage elevator units services. My role was to design and test new sections of the app never built before (NIMOD and Task Planner). I produced wireframes, lo and hi fidelity mockups along with User testing case scenarios. I collaborated with Redhat to integrate this workflow into the existing app and worked closely with the client to bring their feedback into our Scrum iterations.
Company/Client Name	Perficient / Thyssenkrupp Elevators in partnership with Redhat
Project Date or Timeframe	9/21/2017 - 09/28/2018
Your Major Tasks & Responsibilities	Design & test NIMOD and TaskPlanner for IOS App
Platforms	Webapp Mobile Tablet Watch
Design Tools / UX Methods Used	Sketch, Fireworks, MarvelApp, Perficient proprietary User Testing suite
Key Performance Metrics	Easy of Use, Scalability, Maintainability
Team Members & Collaborators	UX Architect: Jorge Castillo (me), Technical Director: Manish Jain (client), Technical Lead: Evan Shortiss (Redhat)
Link to Flnal Project	Internal system



Project Summary

Tech Connect is Thyssenkrupp's current app to help mechanics on the field track, schedule and service elevator units. Thyssenkrupp (TKE) is now moving other apps into a single umbrella (Tech Connect) allowing new installations to be managed through this IOS app. Mechanics have the power through the app to remotely shut off units that are reported in critical conditions. My role and contribution was to design and test all new UIs for NIMOD (new installation & modifications) under the existing app. After launching we received overwhelming positive feedback creating a new extension for me to stay to produce a new skin for this app.



Project Description

I built user tests (interviews) in order to determine the usability of new requirements.

After reviewing all requirements for Tech Connect's new sections (NIMOD and Task Planner) it was not a 100% clear what the priority was when it came to context.

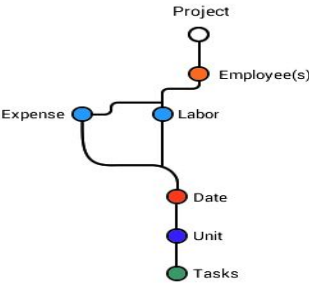
We decided to build some user test cases and using wireframes and low fidelities get a sense for what the users really wanted to see and which functionalities needed to be at front. This approach proven effective after we discovered that some requirements marked as critical was not so important to the users after all. I designed in Balsamiq, Sketch and MarvelApp. Using Balsamiq I was able to quickly assemble a wireframe that we could use during our testing. I used Sketch and MarvelApp to produce low-fidelity interactive mockups that the Business can use to review feedback from user test and determine new priorities.

I designed and tested new NI-MOD & Task Planner sections of the app in order to satisfy new requirements for app expansion.

After testing the requirements collected during the Define process and making adjustments here and there, I proceeded to design and test the new flows using Sketch and MarvelApp, this allowed us to incorporate new screens week by week permitting the business to see progress and given users something to test each week. Using this approach give us tons of feedback about the new screens and helped us stay on track in the project.

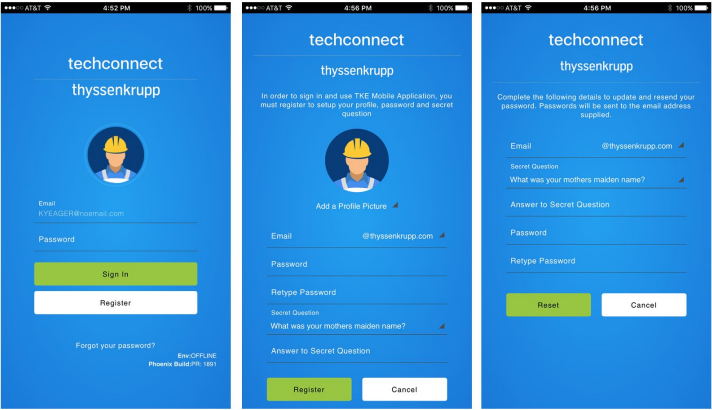
NI-MOD Data Flow

NI/MOD Hierarchy



NOTE: Tasks belong to a Unit which belongs to a Date which belongs to labor or Expense which in terms belong to an Employee which belongs to a Project

Login Fresh Look



PERFICIENTdigital

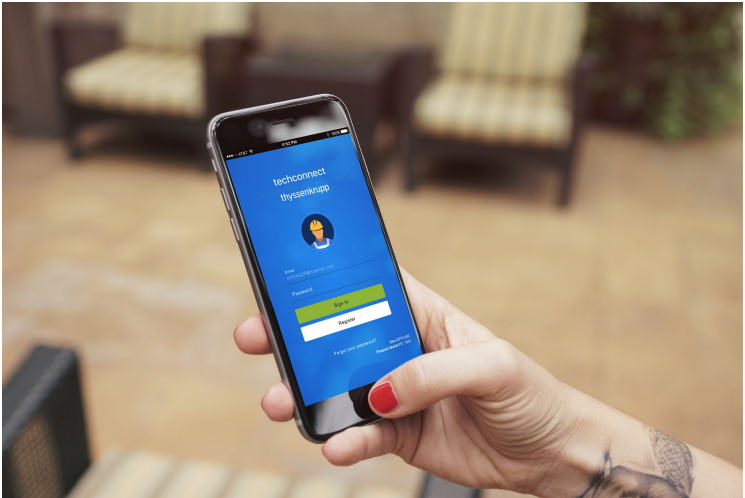
NI-MOD Complete Flow



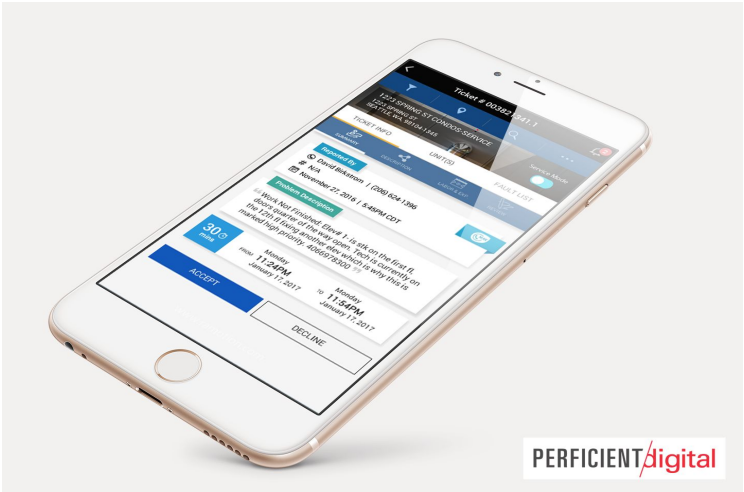
Task Planner Overview



TechConnect Promo Ad



New Debriefing Home Page





Learnings Recap

- During the design process, I was surprised to discover that most UI components were still too small for users to interact with. Phil (one of our personas) was a 52-year-old man with 20 years of experience in the field. Even when all iPhones were set to zoom mode when shipped to each mechanic, the feedback continued to roll in as the components were still too small for Phil. Thanks to continuous testing and quick iterations, I managed to enlarge all the UI blocks in the flow, allowing Phil and the rest of the mechanics to interact easily with the app without the frustration of not being able to see or read the components of the UI.
- At the start of our project, the number of trouble tickets raised by mechanics having issues with the app was in the range of 50-100 per week. After the redesign of some UI elements and adding a new skin to the mobile app, we saw a decrease in trouble tickets of almost 70%. We also saw engagement increase by almost 40% through new personalized call-to-actions added in strategic places throughout the app.
- While the whole project was a huge learning experience, I especially loved iterating on designs and testing those new designs on users. This tight feedback loop helped take ambiguity out of our designs, and it felt good to produce designs with the confidence that users would enjoy and understand them.



UX Case Study (Thyssenkrupp Web App)



Project Metadata

Metadata	Metadata Input
Project Name	Thyssenkrupp Elevators - ServiceSight (logistic app)
Project Tagline	Single control app to manage mechanics logistics, time and service units
Project Summary	ServiceSight is a single-point control-access app where management can review all real-time collected data from Oracle Cloud regarding mechanics, appointment, logistics, timing, elevator units, maintenance and servicing. This single app will eliminate multiple legacy apps that the business is currently juggling where datasets needs to be cued and does not possess real-time capabilities. My role was to build working prototypes that can be demo and easily plugged in with real data, fill in the gaps between legacy and new look and feel UI by wireframing, designing and testing new components (sections). I collaborated with Redhat as to how the front end stack should be built and worked closely with the client to bring their feedback into our Scrum iterations.
Company/Client Name	Perficient / Thyssenkrupp Elevators in partnership with Redhat
Project Date or Timeframe	05/06/2016 - 9/21/2017
Your Major Tasks & Responsibilities	Develop the UI as starting starting point for Redhat to build scalable infrastructure
Platforms	Webapp Mobile Tablet Watch
Design Tools / UX Methods Used	Sketch, Fireworks, MarvelApp, Cardsorting, Perficient proprietary User Testing suite, card sorting
Key Performance Metrics	Scalability, Easy of use, animations and transitions timing, maintainability
Team Members & Collaborators	UX Architect: Jorge Castillo (me), Technical Director: Josh Bryant (client), Technical Lead: Evan Shortiss (Redhat)
Link to Final Project	Internal system silo



Project Summary

ServiceSight is Thyssenkrupp's future when it comes to real-time management data regarding mechanics, elevators, time in and out, monies spent and unit status. Thyssenkrupp vision is to bring several legacy apps under the ServiceSight umbrella and graduate add more and more. The power of the UI allows for both, users and admins to get real-time access to data for sites, elevator units and mechanics in general. My role and contribution was to build the UI, browser (client side) stack, research and architect new sections as we dive in and discover missing requirements through the use of wireframes and high fidelity mockups. I design and test all UIs related to this project.



Project Description

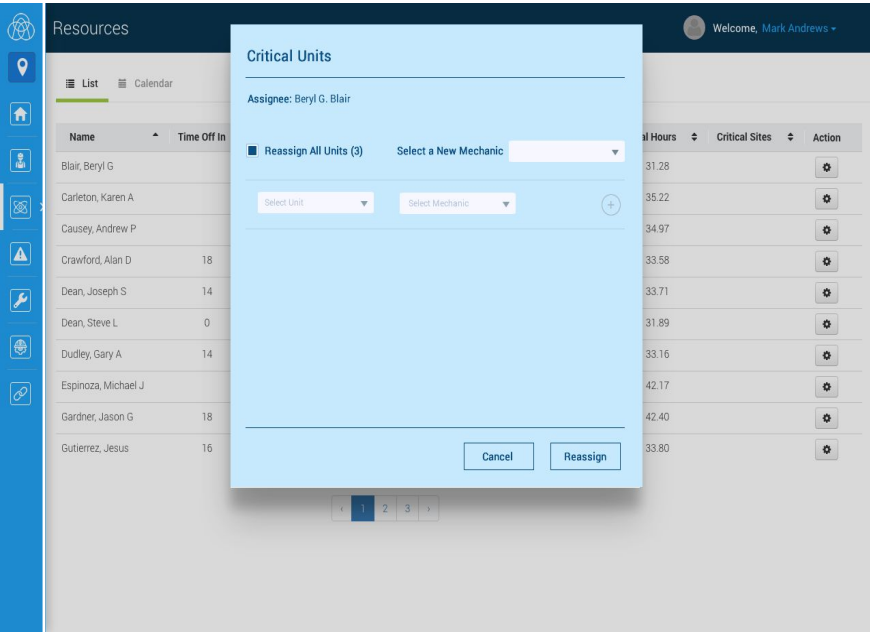
I worked on the Design phase of this project in order to produce reusable prototypes that required minimum change in order to be used with real data.

After reviewing all requirements for ServiceSight with the whole team, I focused on producing hi-end prototypes that can be use with real-data shall the business decides to use them. This approach saved us tons of time due to the short life of the project and deadlines we needed to meet. I designed in Sketch and MarvelApp. Using Sketch and Zeplin I managed to produce easy to follow stylesheets that developers could use to add into existing project. Leveraging Scrum iterations allowed me to produce a variety of mockups and prototypes we could easily integrate into our development flow.

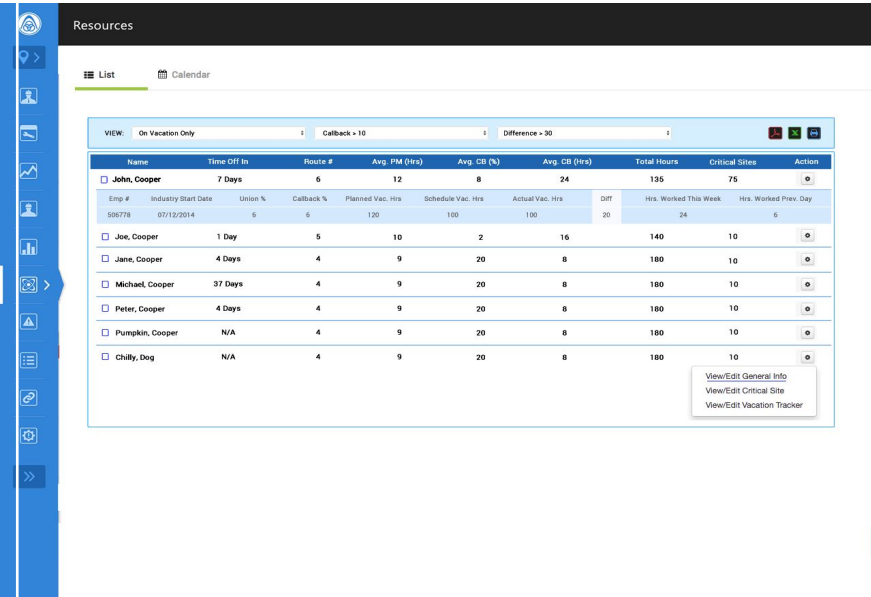
I designed and tested new pages in order to fulfill unclear requirements that did not have mockups.

I decided to go with the card sorting approach in order to quickly identify groups of UIs and have a better prioritization. Because of time constraints and user access, participation occurred at different times but results proof to be effective. I designed new sections/components in 1 to 3 iterations thanks to the card sorting approach.

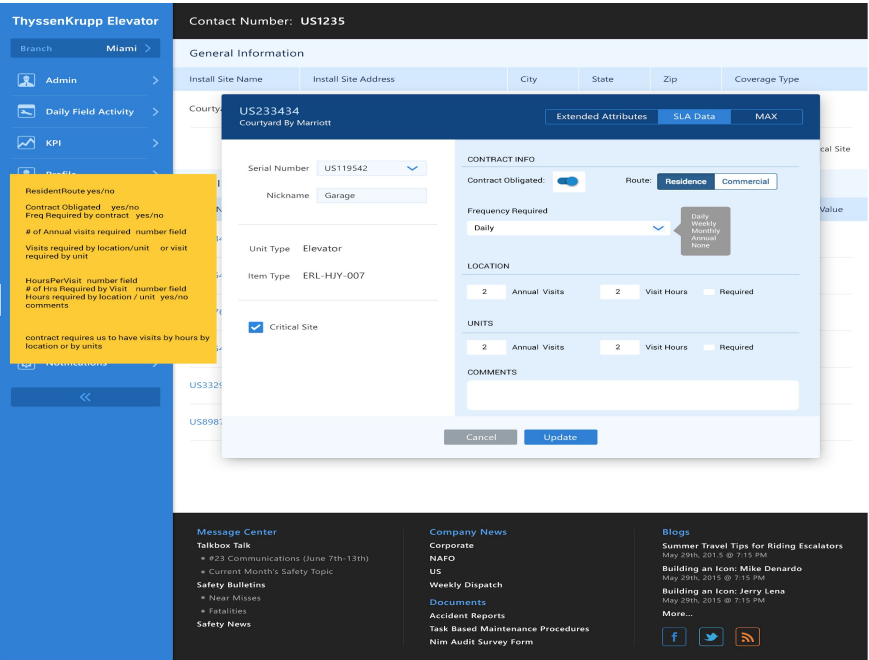
ServiceSight - Routing Module



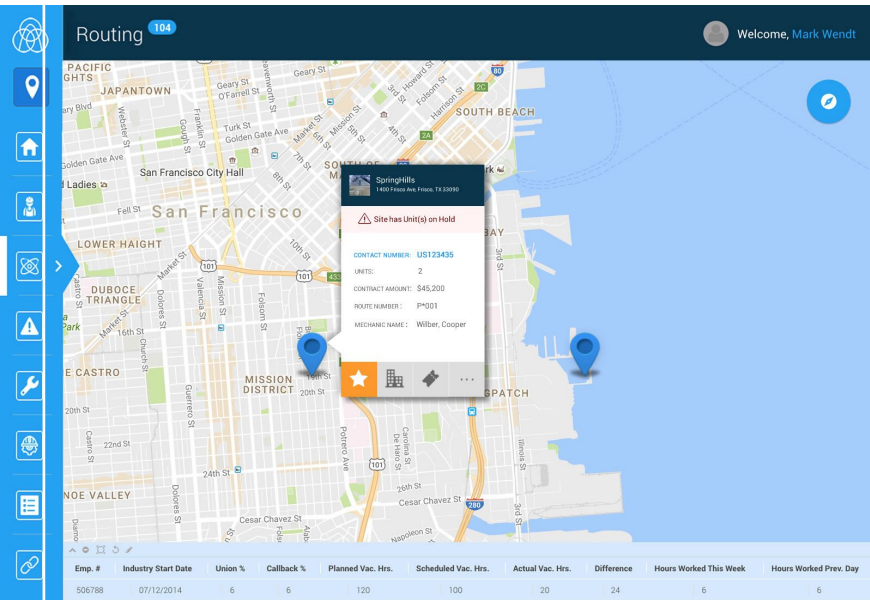
ServiceSight - Customer Info Edit Pages



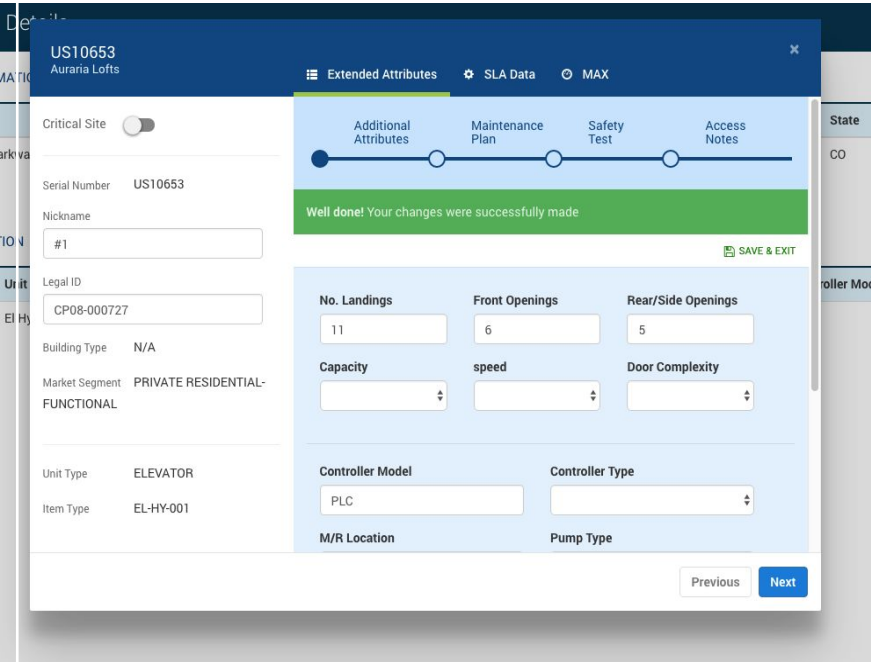
ServiceSight - Elevator Unit Metadata



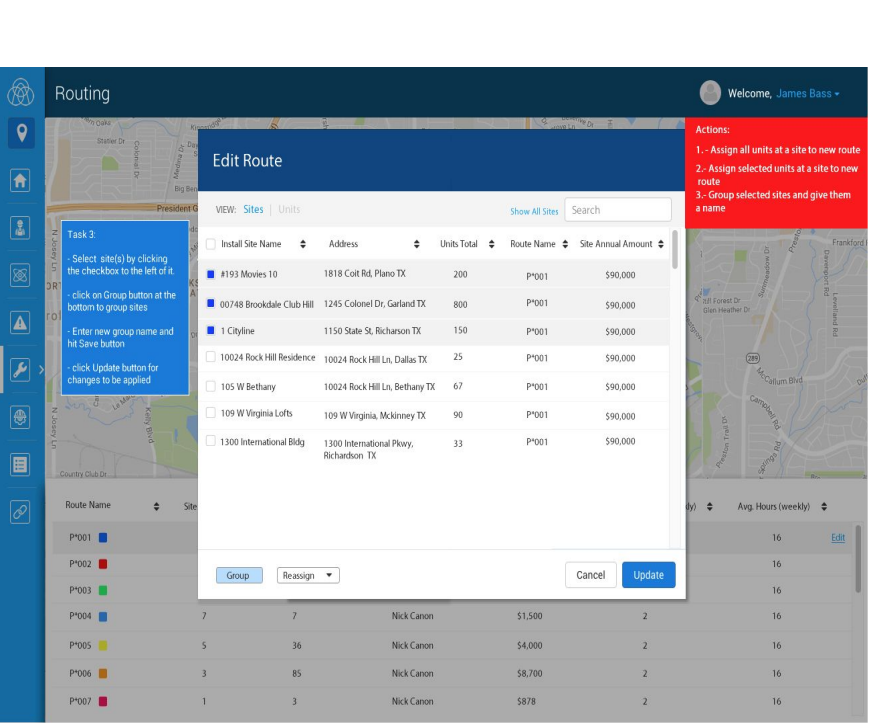
ServiceSight - Site info - Routing page



ServiceSight - Resources Page



ServiceSight- Critical Unit Filter Control





Learnings Recap

- During the research process, I discovered how complex and overwhelming the logistics portion was to all users. Tracking a route for a mechanic was missed with vacation and time off and other duties that were not relevant to most users on a daily basis. All findings helped me design and prototype an UI that is more usable while still having access to all existing features.
- The project was exciting but had many challenges, getting access to what data will eventually be able was quite difficult. It required imagination from business in order to determine what UI will eventually look like. Along with Branding checking everything we did, we still managed to produce all the content needed and shipped the app in time for MVP launch. Right on schedule!
- *“Currently servicesight is in rollout and we are about to close that project thanks to all the great consultants and FTE’s we had on the project.”* - Lauri Bayless, Thyssenkrupp



UX Case Study (IBM - Jostens.com Yearbook Configurator)



Project Metadata

Metadata	Metadata Input
Project Name	IBM / Jostens.com (client) - Yearbook Configurator for website
Project Tagline	Website Yearbook Configurator for all media
Project Summary	Jostens’ yearbook configurator allows users to configure their own yearbook online through the use of this new web tool, saving Jostens over 10 million dollars a year. Currently the only way to order yearbooks is manually, which requires Jostens to have a massive salesforce to facilitate orders for each High school onsite nationwide. The logistics and manpower required each year to fulfill each order is tremendous, increasing the margin of error for each order submitted since there are multiple hands from data collection to final purchase. My role as an IBM UX Lead is to identify requirements’ accuracy, produce and test prototypes with a small sample of users and assist developers during task completion.
Company/Client Name	IBM Global eCommerce Group / Jostens.com
Project Date or Time Frame	09/2014 - 03/2015
Your Major Tasks & Responsibilities	Design & test UI prototypes
Platforms	Webapp Mobile Tablet Watch
Design Tools / UX Methods Used	Photoshop, Illustrator, IBM User Testing suite, card sorting
Key Performance Metrics	Easy of use, Conversion at 80% or higher
Team Members & Collaborators	UX Lead/CD: Jorge Castillo (me), Software Architect: Serge Baduk, PM: Fabio Schiattarella
Link to Flnal Project	N/A



Project Summary

Jostens' yearbook configurator allows users to configure their own yearbook online through the use of this new web tool, saving Jostens over 10 million dollars a year. Currently the only way to order yearbooks is manually, which requires Jostens to have a massive sales force to facilitate orders onsite for each High school in the nation. The logistics and manpower required each year to fulfill each order is tremendous, increasing the margin of error for each order submitted since there are multiple hands from data collection to final purchase. My role as an IBM UX Lead was to sit with the client and review all requirements collected by the Sales team, produce wireframes and low fidelities to illustrate new features. I designed and tested prototypes with HTML, CSS and Javascript to aid the client in visualizing IBM's proposed solution. I communicated extensively with IBM's eCommerce team to ensure the solution was inline with IBM Product platform.



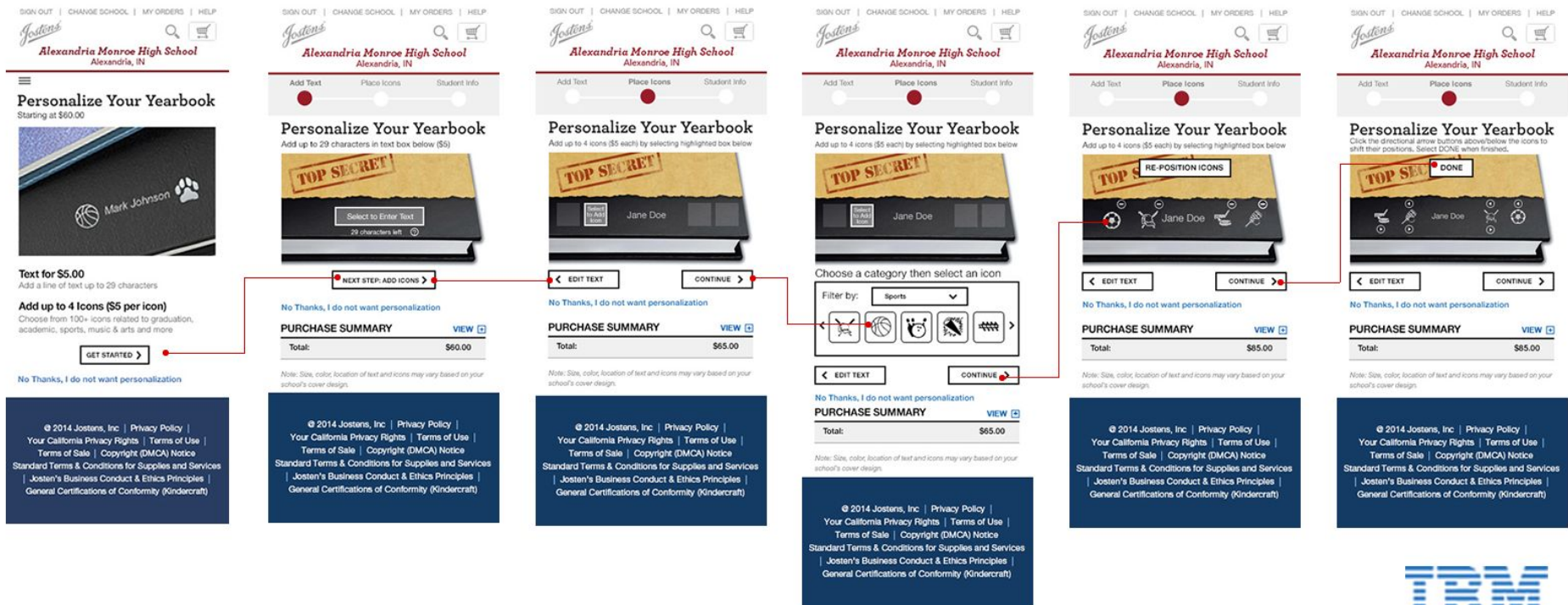
Project Description

I created wireframes in order to reflect/review all the business requirements.

After reviewing all requirements from Jostens for the yearbook project, I focused on producing wireframes that could be used as part of any/all technical discussions for the client and also so the IBM business team could visualize pros/cons of the approved business requirements now as visual components. I primarily used Photoshop and Illustrator since they are approved tools within IBM for UX designers. Through our weekly Scrum iterations we were able to update/swap components and entire sections for new ones that tested higher during the user testing session.

I designed low fidelity mockups so the client could visualize the proposed solution.

Once all wireframes were approved and we had a solid flow, I focused on low-fis and quick prototypes using the power of HTML, CSS and Javascript. Client was happy with how clean and straight forward the process was and trusted me 100% each step of the way.





Learnings Recap

- Although IBM's UX team is massive and has an internal soundboard portal for designers to share ideas/feedback, a normal project deadline is typically 6 months or less. This creates tremendous amounts of stress for all members of the eCommerce team where failing is not an option. IBM delivers each time and always on time. I learned tons while working on this project which helped me a lot on my following project with IBM. Long days and long hours of hard work always pay off when you deliver a complete solution. My start with IBM was difficult at the beginning and although it took me a while to get into the rhythm, I'm happy to share that I endured it and my perseverance allowed me to succeed.
- At IBM we paid close attention to details, the amount of time spent analysing Data and looking at analytics is insane. Before we can even agree on a solution we need to truly understand the data and the requirements. I think this emphasis on data analysis is crucial for any UX designer in general. I learned so much while working for IBM. Everything I learned I applied again and again on many projects I worked on thereafter.
- I particularly enjoyed testing my wireframes/prototypes and presenting our findings to the client via Powerpoint. It made it just a bit more formal than usual. Having factual data from testing helped me present my ideas/designs with a solid foundation, reducing discussions and back and forward with client to a very minimum.

#SOME FUN FACT

#SKILLS

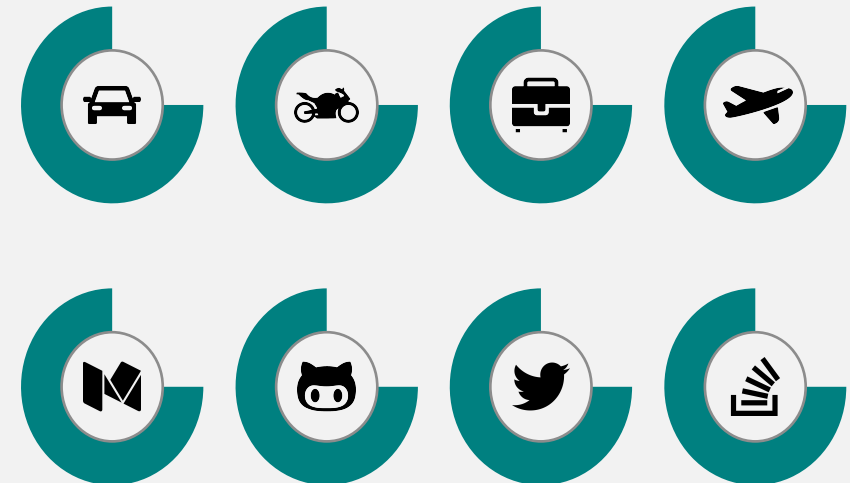
LEADERSHIP/COACHING

SKETCH/FIGMA

UX STRATEGY

UX DESIGN

#INTERESTS



GET
#IN
TOUCH



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