

# Jorge Castillo

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## Objective

Results-driven User Experience / Product Strategist / Design Thinker / UX leader with extensive experience managing teams onshore and offshore, from product ideation to completion through a complete product life cycle. Improving process flow/system design, administrating resources and departmental finances. Possesses in-depth knowledge of emerging technologies and their commercial applications. 5+ years of leadership experience combined with 10+ years of design experience, successfully planning, implementing and directing all activities that promote innovation in the field of Information Technology and Marketing.

## Experience

### Director, Product Design

#### *ADESA Openlane*

Nov 2021 – Present

Recruit, mentor, nurture and lead a highly-engaged, passionate team of designers with capabilities that span the full scope of the human-centered design process and product development, from user insights and early concept generation to prototyping and refinement. Collaborate with product, engineering, and marketing leaders counterparts. Help adopt and optimize design processes, organizational structures and operational best practices to achieve high quality throughput across a highly complex, evolving portfolio of experiences. Continuously improve methods, techniques, and evaluation criteria as the business evolves. Drive user experience research into our product development processes. Collaborate cross-functionally and manage stakeholder alignment around the pursuit of insights, design strategy, feature definition, and product roadmap. Influence decision-making through clear communication and demonstration of how design deliverables successfully balance requirements, constraints and user needs.

Lead the design of all post-login product experiences, from Research through UX and Visual Design, delivering compelling experiences that achieve activation and retention in a seamless fashion. Inspire and motivate the team to provide innovative solutions, guiding them with a strong point of view of what constitutes high quality experience design. Define design quality and measures of success for the overall end to end user journey. Set a high bar for UX across the company, and lead teams to clear it. Champion and promote design thinking, research, and processes within our organization.

### Senior Manager, UX Design & Strategy

#### *BMI Elite*

Dec 2019 – Nov 2021

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. Act as a liaison between sales, marketing, training and product team to ensure first-class product experiences meet consumer/market needs. Be a true voice for our customers: Know how and when to be persistent while maintaining a laser focus on added value and genuine customers needs.

## Sr. Digital Strategist/UX Consultant

### *BMI Elite*

May 2019 – Dec 2019

Responsible for creating and conducting all usability tests and UX research. Participate in gathering and transformation of Google Analytics data into recommendations (KPIs) that could be trackable and technically feasible for developers to implement. Extensive experience setting and executing VoC (Voice of the Customer) sessions to validate assumptions and evaluate design decisions. Facilitate Design Thinking principles that are specific to the client's business needs while preserving an iterative agile methodology. Provide detailed UX strategy with clear goals that line up with existing agile Sprints. Responsible for successfully delivering high-scored low-Fi and High-Fi mockups / prototypes.

## PwC Experience Center, Voice AI Design Thinker

### *PricewaterhouseCoopers*

Oct 2018 – May 2019

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.

## Digital Transformation UX Principal

### *Perficient*

May 2016 – Oct 2018

Analyze users problems and create architect solutions that meet measurable business requirements and goals. Incorporate market analysis, customer feedback, technical constraints, and usability findings into solution. Quickly and iteratively create interaction flows, wireframes, and visual design mockups throughout the design process to illustrate proposed changes. Develop and maintain ecommerce solutions based on customers/business rules and specifications. Collaborate with offshore team via Slack and stand-ups for daily progress.

Present a solid architecture solution for all Mobile stakeholders including over 3,000 field mechanics. Facilitate assistance in evaluating new frameworks with added value and minimum side effects. Deliver amazing user experience for all medias devices including mobile/tablet and desktop.

## e-Commerce Creative Director

### *IBM Global Services*

September 2014 – April 2016

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 wireframes, mocks, and live interactions. Work closely with other Java developers, business

owner, Business Analysts and designers to determine feasibility of requirements. Work closely with overseas development team in Bangalore, India including traveling onsite several times a year for one on one interaction with the UX developers in order to accomplish UX in a timely manner and within budget. Provide responsive designs that fit multi-range devices to achieve a rich experience, including but not limited to mobile and tablets. Follow today's common web practices to ensure longevity for code base produced by IBM Global eCommerce team. Demonstrate experience and knowledge of IBM RAD application server by providing training to new UI developers. Frequent travel to client's site to demo progress and collect feedback. 24/7 availability. Experienced with RAD, WCS Commerce SP7 and DB2 database.

Develop HTML, CSS and Javascript (Dojo) customizations for IBM Websphere Commerce platform.

## Senior User Experience Architect

*Playwire.com*

March 2014 – May 2014

Build, lead and provide technical guidance to the UI development team. Delegate technical implementation to senior UI developers. Provide performance feedback to all team members and assign performance ratings. Conduct 1-on-1 meetings as necessary to assess individual needs and provide career guidance. Define and/or review all department policies, departmental organization structure, roles and responsibilities. Implement a staffing plan that will support the needs of the team/department. Work together with the team and business to prioritize work, plan and execute projects, document existing systems, and remove roadblocks. Work with business to define product vision and understand how product can best meet customer goals. Work with senior management to establish long-term technical strategy and roadmap.

## Chief UX Architect, Call Center IT

*CrossCountry Insurance*

June 2012 – March 2014

Provide expertise on client side technologies for revamping of Call Center software to become browser Web App, for nationally known insurance company. Lead designers and junior developers with customer experience (UX) and UI for all levels of Call Center app. Utilize cutting edge Javascript frameworks to speed up experience and reduce DOM manipulation. Extensive experience with JS frameworks, such as jQuery and AngularJS. Extensive experience with CSS frameworks such as Twitter Bootstrap and Skeleton. Incorporate new UI using HTML5, CSS3 and AngularJS framework. Adhere to today's web standards and best practices. Promote new concepts and technologies to the rest of the team through visual presentations. Experience with Chrome DevTools, Firebug, Eclipse, Sublime Text, Jenkins and Web Services API. Experience with source control tools such as SVN and GIT.

## Lead UI/UX Developer/Designer, e-Commerce IT

*OfficeDepot.com*

Feb 2010 – June 2012

Responsible for delivery of high-volume, multi-national eCommerce sites. Collaborate in a team that drives innovation and introduces new/advanced technologies to e-commerce sites globally through semantic code. Use client-side technologies such as jQuery and DWR libraries to create engaging UI interaction thus facilitating the user experience. Highly proficient in cross-browser development. Expert level of Cascading Style Sheets including CSS3. Deep knowledge and understanding of Mobile Web development. Experienced with Websphere, Apache, TomCat and IIS servers. Experience using Eclipse and IBM RAD IDEs.

## Adjunct Instructor, Media Arts & Animation

## *Art Institute Online*

Nov 2008 - Jun 2009

Deliver theory and practical knowledge of various design packages such as Adobe Photoshop, Dreamweaver, Flash, & Illustrator and also 3D applications such as Maya and/or 3D Studio Max.

## Education

### **MS. Fine Arts, Mention in Computer Animation**

Florida Atlantic University, Fort Lauderdale, FL

Graduated Dec 2007

### **B.S. Information Technology**

University of Phoenix, Plantation, FL

Graduated Sep 2003

## Skills

Coaching & leadership (certified by CEO Coaching International Association)

HTML, CSS, LESS, SASS, JavaScript, jQuery, AngularJS,

Design Authoring: Figma, Sketch, Photoshop, Illustrator

Wireframing: MarvelApp, Flinto, Principle, inVision

Bug tracking: Mantis, JIRA, Pivotal Tracker, Target Process

Version Control: SVN, Git, Github

## Additional Qualifications

Bilingual, fluent in English and Spanish. Dependable, punctual, available. Eager to learn and willing to work hard. Excellent organization and communication skills. Adaptable and trainable. Ability to learn new concepts quickly.