

PAULA CASTILLO

Product Designer

I help companies and startups create effective digital products by balancing business goals with user needs. I ideate solutions to give users a WOW! experience.

I work end-to-end, starting with understanding and defining the problem, researching, exploring potential solutions, collaborating with stakeholders to deliver user-centred outcomes, and measuring success.

EXPERIENCE

Product Designer at Xero, New Zealand

Oct. 2022 – current

Xero is a global cloud-based accounting software designed for SMBs.

- Modernised the contacts management page which has a flow of 5.5M monthly users, achieving less than 1% negative feedback on release.
- Collaborated closely with my cross-functional team in an agile environment by presenting to them the design rationale based on research findings, making trade-offs, and balancing needs.
- Collaborated with designers and product managers from related divisions, accessibility team and content designers to ensure alignment and best practices.
- Unified how users add an address across multiple divisions by contributing with a component to the design system after gathering insights from the involved teams.
- Partnered with design researchers to create research plans to validate concepts and iterate designs. Analysed results, created insights, and shared learnings back to the team.
- Analysed customer feedback to identify opportunities, and facilitated workshops to prioritise work and to choose to solve the right problem.
- Presented design rationale to senior stakeholders to obtain buy-in.
- Currently enhancing the experience for new customers on the homepage.

UX/UI Designer at Uneeq, New Zealand

Apr. 2020 – Oct. 2022, 2 yrs 3 mos

Uneeq is a B2B company that creates AI-powered virtual assistants, emulating human look and voice for customer support.

- Led a discovery research project to enhance end-user engagement and boost customer retention. This initiative resulted in a previously lost customer's return and an investor's important investment.

PORTFOLIO

<http://wowdesign.com.co>

LOCATION

Auckland, New Zealand

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REFERENCES AVAILABLE ON REQUEST

- Conducted customer interviews, competitor analysis, and customer journey mapping to define the problem, while also developing an understanding of the product's technical constraints.
- Determined the preference for the new solution over the former by conducting an A/B test with approximately 40 participants, demonstrating that 64% preferred the new solution.
- Developed a design system library to improve collaboration with engineers and accelerate implementation, which was well-received by the engineering team.
- Conducted design QA to identify gaps between development and design to reduce design debt and ensure consistency throughout the product.

UI Designer at SoftDev Team, USA

Jan. 2018 – Apr. 2020, 2 yrs 3 mos

Remote Job – SoftDev Team is a software development start-up dedicated to delivering solutions across diverse industries.

- Created desktop and mobile solutions for the health, finance, and tourism sectors. Collaborated with the leadership team to create personas and customer journeys, using their field research to inform design decisions.
- Conducted desk research and competitor analysis to gain insights for creating wireframes, mockups, and prototypes, facilitating conversations with stakeholders to obtaining buy-in.
- Collaborated closely with the product owner and engineers to implement these solutions.

Graphic Designer at Psigma Corp., Colombia

Jan. 2015 – Dec. 2017, 2 yrs

Psigma Corp. develops psychometric tests in both print and digital formats.

- Re-designed, implemented, and managed the company's website to increase visits. Improved visual composition, responsiveness, meta tags and IA to enhance user experience and engagement.
- Achieved a 35% increase in conversion rates in marketing campaigns over two quarters by enhancing visual design to increase engagement, using A/B testing and implementing analytics tracking to refine strategies.

EDUCATION

Diploma in Digital Marketing

New Zealand Institute of Education, 2019

Diploma in Marketing of Cultural Industries

Universidad de Salamanca, 2015

Bachelors of Graphic Design

Escuela de Artes y Letras, specialised in Web Design and Animation, 2015

TRAININGS

Nielsen Norman Group

- Design Tradeoffs and UX Decision Frameworks, 2021
- Usability Testing, 2021
- Being a UX Leader, 2021
- Discoveries: Building the Right Thing, 2020
- User interviews, 2020