

Paola Castillo

UX/UI/Product Designer

Contact:

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Graphic designer
experience
+13 years
UX/UI experience
+8

HIGHLIGHTS

- I'm an experienced UX/UI Designer who enjoys transforming ideas into products which achieve results. What I enjoy the most is to dive into the creation of UI with purpose, making decisions based on data and insights, having KPIS in mind as well, to create a product that innovates and solves problems.
- I have had the opportunity to participate in the design of digital products from start to finish, creation of UI Kits, Design Systems and graphic assets with various companies from different scales such as: Deloitte (USA), Globant, Scotiabank, Falabella Bank (Perú), BCP Credit Bank of Perú, BICE Bank (Chile), Buquebus (Arg), Inka Rail (Perú), Entel (Perú) and others.
- Used to working in a diverse environment, participating in various teams and sometimes having the role of supervisor and always working closely with the development team.

EXPERIENCE

July 2023 to March 2025 - Truelogic-IT & Service company with heavy use of AI

As Principal UI UX Designer my duties are:

- All UX UI related tasks (Research, wireframing, prototyping, communicating directly with the client) for the client Stagwell Marketing. I worked on these projects:
 - Navigator: Marketing platform for travel and hospitality business which uses AI.
 - PRophet Monitor: Platform for Media outlets which uses AI
 - CUE Media Studio: Platform which creates profiles of users using AI
 - Stagwell Marketing central Design System.
- **Technologies employed:** Figma, Jira, Trello, Atlassian, Slack, Zeplin, Microsoft Teams, Google Meets.
- **Biggest accomplishment:** The redesign of SMC's Design System and the Redesign of CUE's UI style.

Nov 2021 to Nov 2022 – Globant IT & Service company

As a Visual UI Designer my duties are:

- To deliver UI designs for international clients
- I created Deloitte's USA design system for the project called AIOPS.D, involving AI.
- Worked with Agile/Scrum methodologies.

- Established direct client contact to ensure successful project delivery.
- Communicated in English with the client every day.
- **Technologies employed:** Figma, Jira, Trello, Atlassian, Slack, Zeplin.
- **Biggest accomplishment:** Creation of a Design System from the beginning.

Nov 2022 to March 2023 - VASS -IT & Service company

As Senior UI UX Designer my duties are:

- To develop visual designs for social media campaigns for the BCP account (Continental Bank of Perú).
- To make mobile and desktop prototypes in Figma and Sketch.
- To utilize Agile/Scrum methodologies to coordinate with my team.
- To participate in user research and user testing.
- Perform benchmarking and research to drive product decisions for BCP.
- Produce and edit audiovisual materials for marketing campaigns for BCP.
- **Technologies employed:** Photoshop, Illustrator, Figma, Excel, Google sheets, After Effects, Jira, Adobe Premiere, hotjar, maze.
- **Biggest accomplishment:** To have diagnosed and found errors in BCP's design system, and pushed for the correction of those mistakes.

Nov 2021 to Nov 2022 – Globant IT & Service company

As a Visual UI Designer my duties are:

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- Worked with Agile/Scrum methodologies.
- Established direct client contact to ensure successful project delivery.
- Communicated in English with the client every day.
- **Technologies employed:** Figma, Jira, Trello, Atlassian, Slack, Zeplin.
- **Biggest accomplishment:** Creation of a Design System from the beginning.

July 2021 – Dec 2021: IPE Chanel – Educational tv station

Data driven Visual Designer

- Social media visual design.
- **Technologies employed:** Figma, Adobe Creative Suite.
- **Biggest accomplishment:** Creation of a UI kit to speed up the process of creating digital ads.

April 2021 – November 2021: Neo Consulting - IT & Service company

UX/UI Visual Designer

- Performed UX audits for various clients
- Developed UI kits
- **Technologies employed:** Figma, Adobe Creative Suite, Trello, Slack.
- **Biggest accomplishment:** In depth ux/ui audit of e-commerce and tourism websites.

Jan 2012 – Nov 2019: Various Agencies and USIL Ventures – Education, University

Promoted to Senior Graphic Designer & Brand Manager

- Rebranding of various brands.
- Teaching graphic design and marketing to startup owners.
- Social media management.
- Graphic design.
- **Technologies employed:** Adobe Creative Suite, Trello.

EDUCATION

2020 to 2023 – **Peruvian University of applied sciences**
Master's degree in Digital Marketing and communications

- Education included product design.
- UX UI Design
- Storytelling
- Advanced marketing
- Creation of an app as thesis.

2005 to 2011 – **Bachelor or fine Arts – BFA & Graphic design**