SASHA CASTILLO

SALT LAKE CITY, UT • www.sashacastillo.com

PROFESSIONAL EXPERIENCE

University of Utah, University Information Technology | Salt Lake City, UT
User Experience Designer Sr.   08/2021 – Present

- Re-designed the MobileU app, providing user-driven enhanced usability, visual design, organization, & navigation.
- Ran extensive usability testing for 10 + websites & apps, resulting in measured improvements in user experience.
- Led & executed Facilities Department website re-design, resulting in 29% increase of average task success score.
- Designed Educational Psychology Dept. website, including 7+ sub-sites, delivering an attractive & functional design.

University of Colorado Denver, Auraria Library | Denver, CO
UX/UI Senior Developer   03/2020 – 08/2021

- Deployed a project to re-imagine Staff Book Picks website portal through a user-centered design process.
- Designed and deployed a feature to solve the need for communicating to our users during COVID-19 closures.
- Lead the web team in developing understanding of customer journey through user feedback.
- Led the web design and UX Strategy for library websites through ideation, research, iteration, and development.

UI Developer   05/2016 – 03/2020

- Planned and conducted user research with 100+ users through surveys, focus groups, user testing, and interviews.
- Collaborated on re-designing the library map solving key wayfinding pain points for the library users.
- Collaboratively improved and re-designed website navigation.
- Created a visual brand for the library website re-design resulting in yearly positive feedback since going live.

MIS Inc. | Albuquerque, NM   09/2014 – 02/2016
Front-End Developer

- Migrated, themed, and developed 15+ websites relating to e-commerce, marketing, blogs, and real estate.

New Mexico State University, Media Productions | Las Cruces, NM   04/2014 – 09/2014
Web Developer

Speedcell Technologies | Las Cruces, NM   04/2013 – 02/2016
Graphic Designer (Contract Work)

InstaCopy Imaging | Las Cruces, NM   08/2012 – 04/2014
Printing Specialist

EDUCATION

Azusa Pacific University | Azusa, CA | **B.A. Graphic Design**   2007
Pasadena City College | Pasadena, CA | **A.S. Digital Imaging**   2010

PROFESSIONAL ACTIVITY & TRAINING

Usability Analyst Certification, Human Factors International   2023
UX Management: Strategy and Tactics Certificate, Interaction Design Foundation 2022
UX Certification, Nielsen Norman Group   2021
Web Content and Interfaces Team, Auraria Library, Chair   2019-2021

SKILLS

UX/UI Design and Research Methods:

Low/High-fidelity Mockups, Interactive Prototypes, Web Layouts/Typography/Color, Mobile, Wireframes, Sketching, Storyboards, User Testing, Focus Groups, Survey Design, Interviews, Guerrilla User Testing.

Languages: English (Fluent), Russian (Native)

Design Tools and Programming:

Figma, Adobe Creative Cloud (Illustrator, Photoshop, Adobe XD), HTML5, CSS3, JavaScript Libraries, Content Management Systems (CMS) (Drupal), Front-End Frameworks (Foundation, Bootstrap), SASS, Version Control (GIT), Google Analytics & Google Tag Manager, Pantheon WebOps, Trello, Basecamp, Jira, Optimal Workshop, Ethn.io, Microsoft Office Suite, ChatGPT, Windows/MacOS.