


John Castillo

Bay Area Native | 408.466.9841 | john@castillobydesignlab.com [Portfolio](#) 

User-Centered Designer.  Full-time problem solver.

Visual storyteller, ideator, and dreamer from the West Coast with over twelve years of experience.

SENIOR PRODUCT DESIGNER

June 2023 - Current

[Gradle Inc](#)

- As a founding member of the Product Design team, I spearheaded one of our initial large-scale initiatives – a comprehensive overhaul of the website. My focus began with the redesign of Gradle’s homepage, a pivotal component of a major launch in September. I led all parts of the design for this project, from ideation and research to crafting both low and high-fidelity wireframes and executing/ prototyping the new interactive page. I also contributed significantly to the enhancement of the component library and design systems which included the introduction of new button styles, color and branding schemes, innovative iconography, isometric illustration styling, breadcrumb formatting, badges, alerts, cards, and more.
- I championed the implementation of A/B testing and the integration of Google Analytics and HotJar into our site, fostering a data-driven approach to design optimization. Over the past four months, our team diligently fine-tuned and refined the designs, resulting in an impressive 18% enhancement in performance on these pages. This success can be attributed to the implementation of more streamlined user experiences and the showcasing of more pertinent information for our customers.
- Together with our UXR, I conducted interviews with current users and internal sales and customer rep teams to begin a complete overhaul of the product with new onboarding experience, dashboard views and better user flows.

GLOBAL DESIGN LEAD, UX/UI

May 2016 - Feb 2023

[Ingram Micro Services](#) / [Shipwire](#) / [CEVA Logistics](#)

- As the lead designer for B2B SaaS product Shipwire.com and Ingram Micro Services, I spearheaded the end-to-end website and brand design. My key responsibilities included user research, wireframing, high-fidelity UI, prototyping, and QA. Given the large scale of the project and team involved, we adopted an iterative approach, launching the site after designs were approved and making continuous improvements based on data and analytics. This led to a 25% increase in unique visitors for Shipwire, from 6,400 to 8,000 within six months, and played a vital role in the \$3B acquisition by fulfillment giant CMA CGM.
- Founded and developed an in-house creative studio that expanded from a single designer to a global team of five, supporting regions across APAC, LATAM, North America, and EMEA. To optimize our workflow, I assigned projects based on each designer’s skillset and career goals, managed project timelines, established individual yearly KPIs, and provided guidance for professional development. Additionally, I spearheaded the implementation of Figma as our primary design tool, replacing Sketch App, Adobe XD, Invision, and Zeplin, resulting in cost savings for the company.
- In a unique product design & marketing hybrid opportunity, I led the creation of B2B Central, a new component for Shipwire’s platform that improved the inventory management dashboard experience for B2B customers with multiple retailers and added \$8M in value to the product.

EXPERTISE

UI/UX
Product Design
Branding
Marketing
User Research
Wireframing
Design Systems
Prototyping
Illustration
Mentorship

TOOLS

Figma
Lottiefiles
Sketch App
Adobe Creative Suite
Zeplin
Hotjar
Balsalmiq
Figjam
Invision
Asana
Trello
Jira
Basecamp
Google Suite
Microsoft Office
Wordpress CMS
Maze
Lookback
Stripo

FUNCTIONAL KNOWLEDGE OF

CSS
HTML
Javascript

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SENIOR VISUAL DESIGNER

July 2014 - April 2016

[The San Francisco Chronicle](#)

- Partnering with the director of subscription sales, I designed and launched The Chronicle Membership Program, a subscription benefit aimed at incentivizing new and existing customers. In collaboration with developers, I assisted with QA by utilizing basic front-end coding skills in HTML and CSS. The program's launch resulted in a significant 28% increase in subscription sales within the first three months.
- Developed compelling brand strategies for five distinct business units, including SFGATE, Hearst Bay Area, 46Mile, The Chronicle, and SFChronicle.com. These strategies drove our marketing and sales efforts, enhancing our impact and resonance with our target audiences.
- Conceptualized and designed low and high-fidelity versions of The San Francisco Chronicle's website, leveraging input from subscription directors, newsroom editors, and current customers to identify critical components. To optimize the website's effectiveness and user experience, I facilitated explorative workshops and exercises focused on research and usability.

VISUAL DESIGNER, CONTRACT + FREELANCE

December 2013 - May 2015

[Signet Media](#)

- Created interactive designs across digital experiences, utilizing UX research and user-centered design principles to engage both employees and customers. My focus on user needs and preferences helped ensure that the resulting designs were intuitive, engaging, and optimized for usability. I also worked with the dev team to ensure consistent design implementation and Scala content ingestion.
- Designed interactive kiosk concepts for current and potential clients including: Starbucks, Nike, LinkedIn, and Lockheed Martin. This included usability testing and extensive research for maintaining brand integrity.

FREELANCE

[Anita Borg Institute - Visual Designer](#)

December 2013 - June 2015

- I contributed to a variety of visual design initiatives to support brand consistency and marketing efforts. I designed and expanded a style guide, which included updated illustration styles, icons, color palettes, and type styles.
- I also developed graphics for web and digital ads, and established a design framework for annual reports, case studies, and sales decks.

[Learn with Homer - Product Designer](#)

January 2014 - March 2014

- Through UED best practices, I wireframed and designed both parent and teacher dashboards for educational learning tool Learn with Homer.
- Planned, wireframed and designed the Pigeon Post Creation Tool App function.
- Designed a responsive design of the homepage.

INTERESTS

Board Games
Plant Parenting
Baking
Sci-Fi & Fantasy
Photography
Pottery
Fortnite
Children's Books

LANGUAGES I CAN SPEAK

Hello. Hola.
And a little Bonjour.

EDUCATION

Point Loma
Nazarene University
2007 - 2012

PREVIOUS

Freelance Visual Designer
[Datatax & Planet Cassandra](#)
December 2013 - June 2014

Contract Visual Designer
[CG Creative](#)
August 2013 - December 2013

Full Time Graphic Designer
[Visual Asylum](#)
2013

Full Time Graphic Designer
[Signs Done Fast](#)
2012 - 2013