John Castillo

User-Centered Designer. ☺️

Full-time problem solver, visual storyteller, and dreamer
from the West Coast with over twelve years of experience.

Bay Area Native
408.466.9841
john@castillodesignlab.com

Portfolio   👉

Designer V - FT Contract // Microsoft
June 2024 - Current

• Collaboratively developed conceptual product features and partnership opportunity pitches for Microsoft AI product Copilot by creating mockups, pitch deck storytelling, animations, and data visualization. Cross-team collaboration with sales, leadership, and marketing teams to understand pain points and solution development.

• Team contribution **led to multiple multi-million dollar contracts**. Specific partners, and actual numbers are tented and cannot be shared.

Senior Product Designer // Gradle Inc
June 2023 - Feb 2024

• Led comprehensive overhaul of the homepage from ideation and research to crafting both low and high-fidelity wireframes and executing/ prototyping the new interactive page.

• Contributed significantly to our component library and design systems **improving design productivity by 65%**.

• Together with my team, we implemented of A/B testing, Google Analytics and HotJar, fostering a data-driven approach to design optimization. In the first four months, our team diligently fine-tuned and refined the designs, resulting in an **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.

• Led ideation, research and design and created a new LMS training experience for users of our product and other popular development tools. Through DPE University, users earn course certifications while becoming a tool master. I worked with current users, Gradle Training leaders, and other key stakeholders to define goals and understand challenges.

Global Design Lead // Ingram Micro Services / Shipwire / CEVA Logistics
May 2016 - Feb 2023

• Spearheaded the end-to-end website and brand design, leading user research, wireframing, high-fidelity UI, prototyping, and QA. **Unique visitors increased by 25%** for Shipwire, from 6,400 to 8,000 within six months, This played a vital role in the $3B acquisition by fulfillment giant CMA CGM.

• Founded, managed, and professionally developed a global design team supporting regions across APAC, LATAM, North America, and EMEA.

• Implemented Figma as our primary design tool, replacing Sketch App, Adobe XD, Invision, and Zeplin, resulting in cost savings for the company.

• Led the creation of B2B Central 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. Leading this initiative involved user research, low and high fidelity mockups, protoyping, testing and QA.

Senior Visual Designer // The San Francisco Chronicle
July 2014 - April 2016

• Led design for The Chronicle Membership Program, a subscription benefit aimed at incentivizing new and existing customers. Process included delivery of final designs and visual 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.

• Conceptualized and designed low and high-fidelity wireframes of The San Francisco Chronicle's website in collaboration with 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.

• 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.

RELATED EXPERIENCE

Lead Designer // Contract
Nolan Transportation Group
March 2024 - Current

Product Designer // Contract
Learn with Homer
January 2014 - March 2014

Graphic Designer // FT Contract
CG Creative
2013

Visual Designer // FT Contract
Signet Media
December 2013 - May 2015

Visual Designer // Contract
Datastax & Planet Cassandra
December 2013 - June 2014

Graphic Designer // FT
Signs Done Fast
2012 - 2013

Visual Designer // Contract
Anita Borg Institute
December 2013 - June 2015

Visual Designer // Contract
CG Creative
August 2013 - December 2013

TOOLS

Figma
Sketch
Adobe Creative Suite
Lottiefiles
Zeplin
Hotjar
Invision
Frame.io

SKILLS

UI / UX Design
Rapid Prototyping
Design Systems
Branding & Illustration
Storytelling
Affinity Diagramming

EDUCATION

Point Loma
Nazarene University

2007 - 2012

LANGUAGES

Hello. Hola.
And a little Bonjour.

BOBA ORDER

Matcha Milk Tea,
25% Sweet
Less Ice
USA Pearls

INTERESTS

Heavy Board Games
Sci-Fi & Fantasy
Cooking / Baking
Travel
Photography

👉 **Portfolio** 👈