

# Claudia Castro

Product Designer | User Experience Designer

U.S. Legal Permanent Resident

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## Summary

Hands on experience in designing user interfaces for B2B software. I believe good design comes from really understanding users, and creating meaningful value to customers.

## Experience

**Stay-at-Home Parent** | July 2020 - Present

*Knoxville, TN*

- Currently taking care of my toddler and teaching her through art, music and reading.
- I just finished up coding my own portfolio in html and CSS. April 2024.
- Proudly breastfed my baby for 19 months.
- Revamped delitosmenores.com a Spanish poetry website. I volunteered as both graphic and UX designer.

**User Experience Designer for Lexmark** | Sep 2018 - Feb 2020

*Populus group contractor based in Lexmark headquarters - Lexington, KY*

- Designed solutions for web applications and printer panels.
- Created high fidelity mockups and click through prototypes to present solutions to internal stakeholders. Some of the prototypes I made were presented to clients through marketing.
- Collaborated closely with user researchers. Created participant screeners, user testing protocols, and supported UX research when needed.
- Worked with different stakeholders (Marketing, Sales, UX Researches, Developers, Product Owners) to help deliver and ensure quality of the end product.
- Worked remotely with teams in India, the Philippines and several locations in the U.S.

**Human Computer Interaction Associate Instructor** |

Aug 2017 - May 2018

*Indiana University, Bloomington, IN*

- Led workshops to promote active learning in class.
- Guided students and help them to solve their questions.
- Facilitated design critiques.
- Graded students' work.

**Planning Assistant** | Mar 2011 - Jun 2013

*Carval de Colombia, Cali, Colombia*

- Conducted sales and inventory analysis to design production plans to satisfy customer's product requirements at the national level for a production line with over 60 SKUs of animal pharmaceuticals.
- Placed requirements in SAP of production raw materials.

**Quality Assistant Intern** | Jan 2010 - Jan 2011

*Manuelita S.A., Palmira, Colombia*

Led teams in the optimization of processes to find better ways to manage natural resources and reduce monetary losses in sugar cane crop irrigation systems.

## Highlights

- ▶ One of the UI designs I made for Lexmark helped to win a contract with an European supermarket chain with over 1000 stores. A US 5 million deal.
- ▶ The capstone for my M.S. in Human Computer Interaction Design was a bicultural user research for virtual reality.

## Education

- ▶ **M.S. Human-Computer Interaction Design** | May 2018  
Indiana University, Bloomington, Indiana
- ▶ **B.S. Industrial Engineering** | Oct 2010  
Pontificia Universidad Javeriana, Cali, Colombia

## Skills

### Design

- Wireframing
- Prototyping
- Storyboarding
- Flowcharts

### Research

- Participant screeners
- Surveys
- Usability testing protocols
- Usability testing
- Waking probes
- Research toolkits
- Cognitive mapping
- Hall testing
- Qualitative data analysis
- Contextual inquiry

### Tools

- Adobe Creative Suite
- XD
- Figma
- HTML & CSS (I coded my own portfolio)

## Languages

- English (fluent)
- Spanish (native)

## Volunteer Experience

**Tax Preparer** | Jan 2016 – April 2016

*United way. Bloomington, Indiana*

Got certified and prepared taxes for low-income families