

## Hello.

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I'm Julio. A Product (UX / UI) designer. My fundamental passion lies in creating user-friendly, beautiful products and interfaces for native iOS apps, Android apps and responsive websites using human-centered design techniques.

When I am not designing you can find me experimenting with virtual & augmented reality, photography & painting. Get in touch for more info.

## References.

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### Mehran Mozzafari

Director, User Experience Design  
NewsCorp  
mehran.mozaffari@gmail.com  
0421 695 316

### Levi McCusker

User Experience Lead  
Tabcorp  
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0434 415 799

## Achievements.

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### Govhack Hackday 2015

Boomworks, Sydney 2015  
Won "Spirit of Govhack award"

### Tabcorp Hackathon

Tabcorp, Sydney 2015  
Winner of the internal innovation award

### Invited Guest Speaker

Goodfood, Melbourne 2014  
Courtesy of Interbrand

## On The Internet.

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### Dribbble

[https://dribbble.com/julio\\_designs](https://dribbble.com/julio_designs)  
Showcasing some of my latest design work.

### Twitter

[https://twitter.com/julio\\_designs](https://twitter.com/julio_designs)  
Thoughts about design and technology.

### Instagram

[https://www.instagram.com/julio\\_designs](https://www.instagram.com/julio_designs)  
Photos of eye catching experiences in my day to day life.

### LinkedIn

<https://www.linkedin.com/in/juliocastellano>  
Another format of my resume online.

## Experience.

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### Senior Product (UX / UI) Designer @ Sydney Water

September 2017 - Present ( 8 months ) Sydney, Australia

- Leading projects in responsive web, app and VR design.
- Introducing human-centred design into Sydney Water as a "change champion."
- Stakeholder management, workshops and education.

### Product (UX / UI) Designer @ Tabcorp

June 2015 - September 2017 ( 2 years 4 months ) Sydney, Australia

- Defined and co-created the user experience, user interface, interaction designs and style guides for TAB, Keno & The Sun Bets brands. Native iOS, Android, iPad apps and responsive websites. We created 8 new products in total from inception to release.
- Facilitated usability testing sessions and stakeholder workshops.
- TAB had a 24% increase and Keno a 5% increase in annual profits since the releases.

### UX / UI Design Consultant @ Snepo Research

April 2015 - May 2015 ( 2 months ) Sydney, Australia

- User experience research and interface design concepts and recommendations for a project with The MAAS Powerhouse Museum.

### UX / UI Designer @ Julio Castellano

January 2013 - Present ( 5 years ) Sydney, Australia

- Freelance product designer clients include Get Well, Cafe Otto, FedeRent, Young Henrys, Social Snaps, Leyla Banei, Gourment adventures & Tandy Rowley.

### Designer / Creative Director @ El Camino

December 2011 - December 2015 ( 4 years ) Sydney, Australia

- Founded and managed a boutique creative company. Projects included UX, UI, creative events and photography for clients including: Foxtel, Intermedia, Keystone, Merivale Group, Lifestyle Channel, Moo Burger, Oporto's, Domino's, Tandy Rowley, Robert Carmack and The Globetrotting Gourmet.

## Education.

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### BA Hons Design, Business & Innovation @ Dublin Institute of Technology

Class of 2018. Delivered online. Dublin, Ireland

### Virtual & Augmented Reality Design (Elevate) @ Academy Xi

Class of 2016. Sydney, Australia

### User Experience Design Immersive (UXDi) @ General Assembly

Class of 2015. Sydney, Australia

### Diploma of Design (Digital & Graphic Design) @ Enmore Design Centre

Class of 2013. Sydney, Australia

### Diploma of Events Design (Design & Management) @ Ultimo Tafe

Class of 2012. Sydney, Australia

## Courses.

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### Human-Centred Design @ IDEO

IDEO 2017

### Responsive Web Design @ London Goldmans University

Coursera 2015

## Toolset.

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Sketch, Photoshop, Illustrator, Figma, After Effects, Principle, InVision, Axure RP, Marvel, Balsamiq, Unity, Html 5, CSS 3, Sticky Notes, Sharpies.