

Hello

I'm Julio a Senior Product UX / UI designer. My fundamental passion is creating user-friendly, beautiful digital products and interfaces for native iOS, Android apps and responsive websites using human-centered design techniques. I'm a motivated team player, excellent communicator and design mentor.

Education

BSc (Honours) Degree in Digital Technology, Design and Innovation

Dublin Institute of Technology
Class of 2018, delivered online

Virtual Reality Design

Academy Xi
Class of 2016

User Experience Design Immersive

General Assembly
Class of 2015

Diploma of Graphic Design

Enmore Design Centre
Class of 2013

Technical Skills

Design

Sketch
Figma
Adobe Photoshop
Adobe Illustrator
InVision Studio
Unity

Prototyping

InVision
Axure
Balsamiq
Principle for Mac
Adobe After Effects

Research

Google Analytics
Google Data Studio
Optimal Workshop
Optimizely
Keynote

* References available upon request

Experience

UX Mentor @ Academy Xi

July 2018 - Present

- After work hours and weekends teaching working professionals the research and design skills needed to succeed as UX designers

Senior Product Designer @ Sydney Water

September 2017 - Present (1 year)

- 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
- Research (UX,CX) and interface design

Product Designer @ Tabcorp

June 2015 - September 2017 (2 years 4 months)

- Research and interface design for TAB, Keno & The Sun Bets brands
- Designed 8 new products in total from the ground up. Native iOS, Android, iPad apps and websites
- Usability testing sessions, customer 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 month contract)

- Research and interface design for a project with The MAAS Powerhouse Museum

Freelance Product Designer @ Julio Castellano

January 2013 - Present (5 years) Sydney, Australia

- Freelance Digital Product Designer clients include: Get Well, Cafe Otto, FedeRent, Young Henry's, Social Snaps, Leyla Banei, Gourmet Adventures and Tandy Rowley

Designer / Creative Director @ El Camino

December 2011 - December 2015 (4 years)

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

Online

Julio Creative. Design portfolio

www.juliocreative.com

Dribbble. Visual design portfolio

www.dribbble.com/Julio_designs

Medium. Writing

www.medium.com/@julio_designs

LinkedIn. Profile

www.linkedin.com/in/juliocastellano