JONATHAN JAMES CASTILLO

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SENIOR PRODUCT DESIGNER | UX DESIGNER

Senior Designer focused on complex platforms, transforming AI, data, and transactional workflows into intuitive, conversion-driven user experiences across the FinTech, Pharmaceutical, Real Estate, and Block Chain spaces. Proven impact accelerating product delivery through scalable design systems and driving user growth through research-backed design decisions.

⇒ **TRANSFORMED CORE USER JOURNEY:** Increased user outcomes from 80% to 95%+ by redesigning critical journeys through data-driven research and usability testing.

⇒ **BUILT SCALABLE DESIGN SYSTEMS:** Developed and implemented Figma-based design systems and UI libraries, reducing design-to-development friction and improving on-time delivery by 15%+.

⇒ **DIGITAL PRODUCT DESIGN & USER GROWTH:** Contributed to 40K+ user growth and product adoption by iterating on web and mobile experiences through prototyping, validated testing, and continuous design improvements.

0-1 PRODUCT DESIGN & LAUNCH | PRODUCT & DESIGN STRATEGY | VISUAL DESIGN | INTERACTION DESIGN | PROTOTYPING | AI A/B TESTING | PROJECT MANAGEMENT | USER TESTING & INTERVIEWS | STORYTELLING | USER EXPERIENCE (UX) | SAAS PRODUCTS B2B | DESIGN SYSTEMS & LIBRARIES | USER FLOWS, WIREFRAMES, MOCKUPS | PRODUCT LIFECYCLE & ROADMAPPING

PROFESSIONAL EXPERIENCE

SYSTICS ▪ Remote ▪ Dec 2025 – Feb 2026

Enterprise SaaS platform simplifying complex Workday data validation and workflows.

User Experience Designer | Product Designer

Design and deliver end-to-end user experiences for an enterprise Workday data validation platform, translating complex system behaviors into intuitive, user-centered workflows. Partner with cross-functional teams to define problems, iterate on solutions, and create high-quality UI and interaction patterns that improve clarity, usability, and user confidence.

- **Visual & Product Design:** Simplified high-volume data migration workflows by designing structured validation tables, severity states, and inline correction flows, enabling users to identify and resolve errors faster and with greater confidence.
- **Intuitive Experiences:** Redesigned how technical error outputs are surfaced by converting system-generated data into human-readable guidance, reducing confusion and increasing usability across enterprise users.
- **Intuitive User Journeys:** Led UX for a data validation platform by defining workflows from error detection through resolution, creating clear, actionable paths that improved overall user comprehension and task flow completion.

OAKWOOD HOMES ▪ Remote ▪ March 2024 – Dec 2025

Digital homebuilder platform enabling end-to-end online home purchasing experiences.

User Experience Designer | Product Designer

Led UX strategy and execution for a national homebuilder's digital purchasing platform, enabling customers to customize, configure, and purchase homes through a seamless end-to-end online experience. Collaborated with product, engineering, and research teams to define user flows, build scalable design systems, and iterate on solutions informed by user behavior and testing.

- **Digital Product Design:** Designed a full self-service homebuying platform for a top 11 national homebuilder, allowing users to configure, customize, and purchase homes online with increased autonomy and clarity.
- **Product Delivery & Design Consistency:** Built a version-aware Figma design system that streamlined design-to-development handoff and improved feature delivery speed across cross-functional teams.
- **Research-Driven Design:** Leveraged user research and behavioral insights to optimize core journeys, increasing completion of key tasks from 80% to 95%+.

REVSTAR CONSULTING ▪ Remote ▪ May 2022 – March 2024

UX consulting firm improving product design systems, usability, and delivery performance.

User Experience Designer | Product Designer

Led UX audits, systemization, and cross-functional alignment across multiple client engagements, improving consistency, usability, and delivery performance. Partnered with product, engineering, and design stakeholders to rebuild UI libraries, standardize design principles, and unify desktop and mobile experiences across platforms.

- **Modern Design Systems:** Audited and rebuilt product UI libraries, reducing UI/UX bugs by 9% by improving component consistency and enforcing scalable design standards.
- **Product Delivery & Alignment:** Aligned cross-functional teams around scalable UX principles, increasing on-time delivery by 15% through clearer workflows and shared design expectations.
- **Multi-Platform User Experience:** Led systemization efforts across desktop and mobile products, creating cohesive design patterns that improved usability and consistency across multiple client environments.

ROBINLAND ▪ Remote ▪ Aug 2021 – March 2023

Web3 real estate platform enabling digital property transactions and investment experiences

User Experience Designer | Product Designer

Designed and optimized end-to-end user experiences for a Web3 real estate platform, translating complex blockchain-based transactions into intuitive, user-friendly flows. Collaborated with cross-functional creatives and product teams to define visual direction, build scalable design systems, and validate experiences through user research and testing.

- **SaaS Design Systems:** Designed a scalable design system with variants and logic to support complex real estate transactions, improving consistency and usability across web and mobile experiences.
- **Product & Interaction Design:** Partnered with creatives from Google, Snapchat, and Visa to refine visual direction, strengthening overall product polish and user experience cohesion.
- **User Research & Improvements:** Leveraged Maze and UserTesting to validate core user flows, contributing to 40K+ user growth and increased product acquisition through iterative UX optimization.

INSTAHUB ▪ Remote ▪ May 2020 – May 2021

Energy data platform delivering real-time dashboards and system insights.

User Experience Designer (Internship)

Supported UX design initiatives for a real-time energy data platform, contributing to design system standardization and dashboard experiences that improved data clarity and usability.

- **Data-Driven Improvements:** Designed a real-time energy dashboard and helped standardize design tokens and components across platforms, enhancing clarity and interaction with complex data systems.

Education

User Experience Design Certificate, The University of Texas at Austin, July 2021

User Experience Design Certificate, Google, July 2021

Technology & Skills

Figma (Auto Layout, Variables, Components, Prototyping)
Design Systems & Design Tokens
Responsive Web & Mobile Design
Interaction Design (Flows, States, Microinteractions)
Wireframing & High-Fidelity UI Design
Information Architecture & Journey Mapping
Developer Handoff (Specs, Figma Inspect, Documentation)
Accessibility (WCAG Fundamentals)
UX Research & Usability Testing
A/B Testing & Experimentation
Data-Driven Design & Product Analytics (Conversion, Engagement, Drop-off)
Agile Collaboration (Jira, Linear, Slack, Zoom, Notion, FigJam)
Working Within Engineering Constraints & CMS-Based Systems