

Oscar Castaneda, MFA

UI/UX Designer & Front End Developer

Summary

Skilled UI/UX designer and front-end developer with a background as a multimedia artist, bringing a deep understanding and proven expertise to the field. Combines successful project leadership with a user and data centric approach to design.

Contact

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516-234-0297

Experience

Skills

UI/UX

Research, Wireframing, Prototyping, Usability, Interaction, Information Architecture, Accessibility, Visual, Analytics, Team Collaboration

Development

Responsive Design, HTML 5, CSS 3, PHP, MAMP, SASS, MYSQL, Angular, JavaScript

CMS

Wordpress, Magento, Drupal, Fatwire

Frameworks

Bootstrap, MDB, Material Design, JQuery, JQuery Mobile

Software

Adobe Experience Design, Figma, UX-Pin, Balsamiq, Photoshop, Illustrator, Lightroom, InDesign, Flash, Premier, Acrobat, PowerPoint, Keynote, After Effects, Final Cut Pro, Live Type, Brackets, CodeKit, Compass, Prepros, Sublime Text, Dreamweaver, GitHub

Languages

Spanish

Epickcreations (Freelance) NY, NY

09/2023 - Present

Graphic and UI/UX Designer, Developer

- **Kalmar Dentistry:** Revised logo for 50th Anniversary and designed poster for Animal Shelter Donation Drive
- **LuckyStar22Entertainment:** Designed logo and designed and developed a responsive website
- **HellaDoubt** (No Doubt Cover Band): Designed logo for the band
- **Palm Beach Psychiatry and Psychotherapy:** Designed logo for the practice
- **Cue 9 Animal Behavior and Training:** Assisted in developing brand and designed the logo.

Prutech Solutions Inc NY, NY

09/2022 - 08-/2023

UX Designer

- Developed a comprehensive style guide and design system ensuring consistency and adherence to best UX practices.
- Conducted thorough research and conceptualization to design user-centric web applications, enhancing user engagement and experience.
- Crafted functional wireframes in Figma and constructed HTML prototypes utilizing Material Design Bootstrap to optimize application usability.

Clever Devices Woodbury, NY

04/2018 - 06-/2022

UIX Architect

- Developed comprehensive style guides and design system documentation to ensure consistent application of UX principles across desktop, mobile, and web platforms.
- Conducted research and designed user-centric interfaces, resulting in intuitive and engaging user experiences that aligned with industry best practices.
- Constructed functional prototypes leveraging Bootstrap, HTML5, and CSS3 to demonstrate responsive design capabilities and facilitate client visualization.
- Collaborated with key stakeholders, including clients like New York City Transit, to refine and enhance product designs, effectively improving user satisfaction and interface usability.
- Assisted the marketing department with the design of logos and marketing collateral. Acted as their in-house photographer for specific events and product photography.

CVS Health Florham Park, NJ

01/2018 - 02-/20118

UX Developer

- Revised UI code to align with design guidelines and best practices, ensuring compliance with web accessibility standards.
- Collaborated using Visual Studio and Team Foundation Server to contribute to the development of an Angular 4 application.

Experience

ClearVision Optical Hauppauge, NY

05/2015 - 12-/2017

UI/UX Director / Front End Developer

- Directed the UI/UX architecture & design for a native mobile game application, enhancing user engagement & interface aesthetics.
- Executed a comprehensive user experience overhaul and visual redesign, ensuring responsive design compatibility across web platforms.
- Managed the upkeep of an e-commerce platform, focusing on performance optimization and user transaction efficiency.
- Designed and developed user-centric interfaces, including wireframes, prototypes, and front-end elements for various projects.

North Shore LIJ Manhasset, NY

09/2008 - 11-/2014

UX Architect / Digital Strategist / Front End Developer

- Developed responsive web designs incorporating HTML5, CSS3, PHP, WordPress, Drupal, and Fatwire, enhancing user experience and site architecture.
- Executed a digital strategy that improved Feinstein Institute for Medical Research's content visibility, resulting in increased traffic to key website sections.
- Collaborated on front-end development and design, contributing to the successful launch of the primary website and various microsites, and established web design standards for ongoing consistency.
- Awarded President's Award For Innovation and Heart Award for Interoffice Cooperation.

ADI (Honeywell) Melville, NY

07/2005- 09/2008

Senior Digital Artist/Visual Designer

- Developed a suite of marketing collateral, including the creation of logos, advertisements, and sales materials, ensuring brand consistency across both print and digital platforms.
- Executed the design and layout of diverse promotional content, from trade-show graphics and direct mail campaigns to catalogs and corporate presentations, enhancing company visibility and market reach.

Related Experience

● **Progressive Marketing Group** Huntington, NY
Freelance Front End Developer - 05/18 -01/19

● **Curran & Connor** Hauppauge, NY
Freelance - Front End Developer - 03/15 -09/15

● **Mehta International** Deer Park, NY
Creative Director / Web Master - 07/05 - 09/05

● **Scholastic Publishing** New York, NY
Freelance Digital Artist - 04/05 - 07/05

● **Lanco Corporation** Hauppauge, NY
Digital Artist / Senior Web Designer - 01/05 - 03/05

● **Akemi North America** Holbrook, NY
Senior Digital Artist - 10/02 - 8/04

● **Scalise Development Corp. Inc** Babylon, NY
Freelance Digital Artist / Multimedia Designer - 08/02 - 05/05

● **Pro Image Studios** Hauppauge, NY
Digital Artist / Multimedia Designer - 12/00 - 05/02

● **Creative Image Ad. & Design Inc** Hauppauge NY
Freelance Web Designer - 03/04 - 08/04

● **Paintball Sports International** Hauppauge, N.Y.
Freelance Assistant Art Director - 05/04 - 06/04

Education

LIU C.W. Post Campus Brookville, NY
Masters in Interactive Multimedia Art 05/08

LIU C.W. Post Campus Brookville, NY
BFA in Digital Arts & Design 01/04

Groups

ClearVision Optical - 2015-17
Member of the philanthropic group to raise money and awareness for various charities

ClearVision Optical - 2015-17
Community member in charge of wellness initiatives for employees

Awards

Finalist BOLI Competition - May 2003
Lymphatic Research Foundation