

# Oscar Castaneda

## UI/UX Designer

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## PROFESSIONAL SUMMARY

UI/UX Designer with senior-level experience leading end-to-end design for complex, scalable web and enterprise products. Proven track record in user research, usability testing, prototyping, and design systems, consistently improving user performance, consistency, and product delivery efficiency. Adept at partnering with Product and Engineering to translate strategy into intuitive, accessible, and measurable UX outcomes.

## CORE SKILLS

**UX/UI:** User Research, UX Strategy, Usability Testing, Wireframing, Prototyping, Design Systems, Information Architecture, Interaction Design, Mobile App Design, Visual Design, Product Design, Accessibility (WCAG), UX Design

**Design Disciplines:** Graphic Design, Typography, Web Design

**Design Tools:** Figma, Adobe XD, Photoshop, Illustrator, InDesign

**Front-End (design-informed):** HTML5, CSS3, JavaScript, Bootstrap

**Collaboration & Delivery:** Agile, Cross-functional Collaboration, Stakeholder Alignment, UX Governance, Design Reviews

**Languages:** English (native), Spanish (fluent)

## EXPERIENCE

*September 2023 – Present*

**Graphic, UI/UX Designer, Developer | Freelance | Patchogue, NY**

- Led end-to-end UX and brand design for multiple clients, delivering responsive websites that improved mobile usability and client engagement.
- Designed a new logo for Adopt a Boxer Rescue, supporting increased merchandise sales and donations following the rebrand.
- Created a complete brand identity and responsive website for Lucky Star 22 Entertainment, helping establish a stronger digital presence and client inquiries.
- Developed cohesive visual systems for multiple organizations, reducing brand inconsistencies across web and print deliverables.

*September 2022 – August 2023*

**UX Designer | Prutech Solutions Inc. | New York, NY**

- Led full-cycle UX design for SaaS features, increasing usability testing success rates by 30% and reducing redesign iterations by 20%.
- Built and maintained a scalable design system that standardized UI components across product teams, reducing redundant design work by 30–35%.
- Created wireframes in Figma and high-fidelity HTML prototypes using Material Design and Bootstrap, accelerating engineering handoffs by 25%.
- Partnered closely with Product and Engineering to refine requirements, reducing rework cycles and improving sprint predictability.

*April 2018 – June 2022*

**UX Architect | Clever Devices | Woodbury, NY**

- Designed enterprise-scale web and mobile interfaces for NYC Transit stakeholders within a B2B SaaS platform, improving workflow efficiency across operational dashboards.
- Developed comprehensive UX style guides and a component library adopted across multiple product streams, improving UI consistency and reducing design debt.
- Conducted iterative usability testing with real users, improving task success rates from 70% to 90% and reducing reported UI friction points by 30%.
- Built functional prototypes in HTML5, CSS3, and Bootstrap that clarified requirements and reduced engineering ambiguity.
- Designed a mobile web application for technical user groups, delivering data-dense interfaces that surfaced complex metrics in a clear, concise, and highly usable experience.
- Collaborated with cross-functional teams (Product, Engineering, Operations) to align UX decisions with business and operational goals.

*May 2015 – December 2017*

**UI/UX Director, Front-End Developer | ClearVision Optical | Hauppauge, NY**

- Led UI/UX architecture for a native mobile game, improving onboarding completion and reducing early-stage user drop-off.
- Implemented a responsive design strategy across digital products, ensuring consistency across desktop, tablet, and mobile.
- Maintained and optimized the e-commerce UI, improving checkout usability and reducing friction in key transaction flows.
- Established design best practices and mentored junior designers, reducing revision cycles and improving team output quality.

*September 2008 – November 2014*

**UX Architect, Digital Strategist, Front-End Developer | Northwell Health | Manhasset, NY**

- Designed and developed responsive, standards-compliant websites using HTML5, CSS3, WordPress, Drupal, and Fatwire.
- Implemented a digital content strategy that increased visibility for the Feinstein Institute for Medical Research.
- Delivered accessible, user-centered experiences for internal and external healthcare audiences.
- Recognized with the President's Award for Innovation and Heart Award for Interoffice Cooperation.

## EDUCATION

- **LIU C.W. Post** — M.A. Interactive Multimedia Arts (2008)
- **LIU C.W. Post** — B.F.A. Digital Arts & Design (2004)

## AWARDS & AFFILIATIONS

- **ClearVision Optical** — Employee Wellness Leader (2015–2017)
- **North Shore LIJ** — Heart Award for Interoffice Cooperation (2014)
- **North Shore LIJ** — President's Award for Innovation (2011)
- **Lymphatic Research Foundation** — Finalist, BOLI Competition (2003)