

# Oscar Castaneda

Senior UX / Interaction Designer / Product Designer

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## PROFESSIONAL SUMMARY

Product-minded designer with 15+ years of experience crafting intuitive, scalable digital experiences for SaaS, enterprise systems, healthcare, e-commerce, and branded platforms. Skilled in interaction design, UI systems, and visual design, with hands-on front-end development expertise. Recognized for translating complex requirements into clear user flows, structured interfaces, and polished visuals that strike the right balance between business goals and user needs.

## CORE SKILLS

**UX / Product Design:** Interaction Design, User Research, Usability Testing, Wireframing, Prototyping, Information Architecture, User Flows, Accessibility (WCAG), UX Strategy

**UI & Systems:** Design Systems, Component Libraries, Responsive Design, Visual Hierarchy, Cross-Platform Patterns

**Visual Design:** Brand Identity, Typography, Layout, Marketing & Digital Collateral

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

**Front-End (Design-Informed):** HTML5, CSS3, JavaScript, Bootstrap

**Collaboration:** Agile, Cross-Functional Collaboration, Stakeholder Alignment, 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 UI design for client platforms, mapping user flows, navigation systems, and responsive layouts that fit real business needs.
- Turn business goals into practical, task-focused journeys that reduce friction and boost user engagement.
- Rebranded Adopt a Boxer Rescue, modernizing their visual identity and streamlining donation flows to help drive fundraising growth.
- Designed and launched a cohesive digital presence for Lucky Star 22 Entertainment, leading to more qualified client inquiries.

*September 2022 – August 2023*

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

- Led full-cycle UX design for SaaS features, guiding projects from concept through release.
- Improved usability testing success rates by 30% through hands-on prototyping and close collaboration with stakeholders.
- Built and maintained a scalable design system, reducing redundant work by 30–35% across teams.
- Created high-fidelity HTML prototypes that made engineering handoff faster and clearer.

*April 2018 – June 2022*

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

- Developed and refined interaction models for NYC Transit’s enterprise dashboards (web and mobile), focusing on intuitive, task-driven workflows for teams operating in fast-paced, mission-critical settings.
- Defined user flows, behavioral states, and feedback patterns for data-heavy interfaces, ensuring technical and operational users could navigate complex information with confidence.
- Created scalable patterns and reusable components that were adopted across several product streams, making the UI more consistent and reducing cross-team design debt.
- Built HTML/CSS prototypes early in the process to validate ideas, clarify use cases, and streamline engineering handoff.
- Designed and prototyped a mobile app that brought together AI-powered conversational support, real-time vehicle telemetry, geolocation mapping, and data-rich operational views. Defined clear interaction patterns to make complex, high-frequency workflows feel intuitive and easy for users on the go.

*May 2015 – December 2017*

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

- Led UI/UX architecture for a native mobile game, streamlining onboarding and boosting early user retention.
- Rolled out a responsive design strategy across digital products to ensure a consistent experience on desktop, tablet, and mobile.
- Maintained and optimized the e-commerce UI, making checkout more intuitive and reducing friction in key transactions.
- Established design best practices and mentored junior designers, helping the team cut down revision cycles and raise the quality of our work.

*September 2008 – November 2014*

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

- Designed and built responsive, standards-compliant websites using HTML5, CSS3, WordPress, Drupal, and Fatwire, making sure everything worked smoothly across devices.
- Rolled out a digital content strategy for the Feinstein Institute for Medical Research, making it easier for participants to sign up and discover new research opportunities.
- Delivered accessible, user-centered experiences for both internal teams and external healthcare audiences, always putting usability first.
- Honored with the President’s Award for Innovation and the Heart Award for Interoffice Cooperation for contributions that went above and beyond.

## **EDUCATION**

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

## **AWARDS & AFFILIATIONS**

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