

Oscar Castaneda

Contact

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Core Skills

Product Strategy & User Experience

Product Design, UX Strategy, UX Architecture, User-Centered Design, Design Thinking, User Flows, Journey Mapping, Information Architecture, Requirements Analysis, Stakeholder Alignment

Interaction Design & Research

Interaction Design, Wireframing, Prototyping, Usability Testing, User Research, Heuristic Evaluation, Accessibility (WCAG), Persona Development, Task Analysis

Design Systems & Visual Design

Design Systems, Component Libraries, Visual Design, Responsive Design, UI Design, Design Standards, Branding, Style Guides, Cross-Platform Consistency

Enterprise & Complex Systems

Enterprise Applications, Data-Driven Interfaces, Dashboard Design, Workflow Optimization, Operational Systems, SaaS Platforms, Mobile Applications, Human-Centered AI Experiences

Front-End & Technical Skills

HTML5, CSS3, Bootstrap, Responsive Web Development, Design-to-Development Handoff, Front-End Prototyping, WordPress

Collaboration & Leadership

Cross-Functional Collaboration, Agile Methodologies, Scrum Environments, Product Discovery, Design Reviews, Stakeholder Management, Workshop Facilitation, Team Mentorship

Tools & Platforms

Figma, Adobe XD, Photoshop, Illustrator, InDesign, Acrobat, JIRA, Confluence, Microsoft Office, Google Workspace

Languages

English (Native), Spanish (Fluent)

Senior Product Designer | UX Architect | Design Systems & Enterprise Applications

Summary

Senior Product Designer and UX Architect with 15+ years of experience designing enterprise applications, customer-facing platforms, mobile experiences, and complex workflow systems. Combines expertise in UX strategy, interaction design, visual design, design systems, and front-end development to deliver scalable, user-centered solutions.

Proven track record leading cross-functional initiatives, simplifying complex workflows, improving usability, and translating business requirements into intuitive digital experiences. Experienced collaborating with product, engineering, marketing, and executive stakeholders across healthcare, transportation, enterprise software, e-commerce, and nonprofit sectors.

Experience

Epickcreations (Freelance) | Patchogue, NY

09/2023 - Present

Product Designer / UX Consultant / Graphic Artist

- Lead UX strategy, information architecture, and product design initiatives for websites, digital platforms, and customer-facing experiences across nonprofit, entertainment, and small business sectors.
- Translate business goals into user flows, navigation systems, wire-frames, and responsive interfaces that improve usability and engagement.
- Design and prototype user-centered experiences using Figma, WordPress, HTML/CSS, and modern front-end frameworks.
- Reimagined donation and e-commerce experiences for Adopt A Boxer Rescue, improving trust, usability, and conversion opportunities.
- Designed and launched a unified digital platform for Lucky Star 22 Entertainment, aligning brand identity, user experience, and lead-generation objectives.
- Increased customer inquiries by 35% through targeted UX improvements, landing-page optimization, and integrated digital marketing initiatives.

Prutech Solutions Inc | NY, NY

09/2022 - 08/2023

UX Designer / Visual Designer

- Built and scaled a design system that improved UI consistency, reduced redundant design work by 30–35%, and accelerated design and development work-flows across product teams.
- Led end-to-end UX and product design for web-based applications, improving usability test success rates by 30% and reducing redesign cycles by 20% through iterative, user-informed design.
- Created high-fidelity prototypes using Figma and HTML/CSS to validate concepts early, accelerating engineering handoff by 25% and reducing implementation ambiguity.
- Defined user flows, interaction patterns, and information architecture for complex work-flows, transforming business requirements into intuitive user experiences.
- Partnered with Product Managers, Engineers, and stakeholders to align user needs, business objectives, and technical requirements while accelerating feature delivery timelines.

Clever Devices | Woodbury, NY

04/2018 - 06/2022

UIX Architect

- Designed an AI-powered mobile platform integrating conversational interfaces, geo-location, and real-time telemetry, supporting high-frequency operational work-flows & field-based decision-making.
- Designed interaction models and work-flows for enterprise web and mobile applications used in mission-critical transportation environments.

Clever Devices - continued

- Defined user flows, system states, & feedback mechanisms for data-intensive operational dashboards.
- Developed scalable UI patterns and reusable component libraries adopted across multiple product streams.
- Built functional HTML/CSS prototypes that accelerated stakeholder alignment and reduced implementation friction.

ClearVision Optical | Hauppauge, NY

05/2015 - 12/2017

UI/UX Director / Front-End Developer

- Designed marketing materials, digital graphics, and branded promotional assets for internal campaigns and product initiatives.
- Maintained visual consistency across print and digital platforms.
- Supported creative production needs for multiple departments in a deadline-driven environment.

Northwell Health | Manhasset, NY

09/2008 - 11/2014

UX Architect / Digital Strategist / Front-End Developer

- Produced branded visual materials, web graphics, and digital content for healthcare and research initiatives.
- Collaborated with departments to develop visually clear communication materials and marketing assets.
- Recognized for innovation, teamwork, and cross-department collaboration.

ADI (Honeywell) | Melville, NY

07/2005- 09/2008

Senior Digital Artist/Visual Designer

- Designed advertisements, trade show graphics, product visuals, corporate presentations, and print marketing materials.
- Prepared artwork and production files for both print and digital distribution.
- Worked closely with marketing and production teams to deliver high-quality visual materials on deadline.

Related Experience

- **CVS Health** Florham Park, NJ
UX Developer - 01/18 - 02/18
- **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
M.A. in Interactive Multimedia Arts 05/08

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

Professional Affiliations & Volunteer Work

ClearVision Optical - 2015-17
Member of a philanthropic group supporting charitable initiatives.

ClearVision Optical - 2015-17
Led employee wellness initiatives to improve workplace wellbeing.

Awards

North Shore LIJ (2011)- President's Award for Innovation
North Shore LIJ (2014) - Heart Award for Interoffice Cooperation
Lymphatic Research Foundation (2003) - Finalist, BOLI Competition