Oscar Castaneda

Contact

ocastaneda.eml@gmail.com
516-532-3689

www.linkedin.com/in/oscar-a-castaneda
Portfolio: www.epickreations.com

Core Expertise

UX/UI & Product Design
Design Thinking, User-Centered Design, Mobile-First Design, User Research, Information Architecture, Journey Mapping, User Flows, Wireframing, Interactive Prototyping, Interaction Design, Design Systems, Accessibility (WCAG), Usability Testing, Heuristic Evaluation

Front-End Development
HTML5, CSS3, JavaScript, Sass, Less, Responsive Web Design, Bootstrap, Cross-Browser Compatibility, Web Application Performance Optimization, CSS/JS Animation, Angular

Build & Compilation Tools
CodeKit, Prepros

Branding & Graphic Design
Visual Identity Systems, Brand Consistency, Marketing Collateral, Typography, Print Design, Presentation Design, Layout Design

Digital Marketing & Media
Content Strategy, Social Media Asset Creation, Content Optimization, Email Marketing, Landing Pages, ,P hotography, Aerial Drone Photography, Video, 360° Interactve Virtual Walkthroughs

Print Production
Screen Printing, DTF, Production File Preparation, Prepress, Vector Illustration, Color Management

Generative AI & Software
Prompt Engineering, Workflow Automation, Figma, Adobe Creative Cloud, Adobe Firefly, GitHub Copilot, ChatGPT, Claude, Microsoft Office, Google Workspace

Process & Collaboration
Cross-Functional Collaboration, Agile, Stakeholder Workshops, Creative Project Management, Mentoring

Languages
English (Native), Spanish (Fluent)

Multidisciplinary Designer

UX/UI • Product Design • Graphic Design • Branding • Marketing • Front-End Development

Summary

Product Designer and UX/UI Designer with 10+ years of experience designing enterprise sofware, healthcare platorms, e-commerce, and mobile apps, backed by a strong graphic design and branding foundaton. I work where design and development meet: taking products from research, user flows, and design systems through to responsive, producton-ready interfaces that work in the real world, not just in a mockup. I partner closely with product managers, engineers, and leadership to turn complex requirements into clear, polished experiences, and I bring AI-assisted workfows that help teams move faster. Bilingual English/Spanish.

Experience

Epickreations (Freelance) | Patchogue, NY — 09/2023 - Present

UX/UI & Graphic Design / Web / Marketing

Partner with businesses, startups, non profits, and corporate clients to develop digital experiences, brand identities, marketing campaigns, and production-ready creative assets.

- Provide hands-on graphic design and production support through ongoing collaboration with CYA Action Funwear, creating production-ready artwork and apparel graphics for corporate clients.
- Develop vector artwork and production workflows for screen printing, DTF, and promotional products, helping ensure accurate, dependable print output.
- Apply AI-assisted workflows using Adobe Firefly to accelerate artwork development, convert and refine creative assets, and solve manual recreation challenges.
- Create integrated branding and marketing campaigns across web, email, social media, and digital content, including a campaign that increased verified inbound client inquiries by 35%.
- Partner directly with clients to develop brand identities, websites, digital experiences, and marketing materials aligned with business goals.

Prutech Solutions Inc | NY, NY — 09/2022 - 08/2023

UX Designer / Visual Designer

Designed enterprise software for the New York City Department of Education, turning rigid, complex compliance rules into welcoming portals for educators and parents.

- Developed user flows, wireframes, and interactive prototypes to support UX/UI consistency across product lines.
- Handled end-to-end interface execution for two major applications, simplifying complex administrative workflows before development.
- Collaborated with engineers, product managers, and public stakeholders to align technical constraints and eliminate implementation ambiguity.
- Applied creative problem-solving to break down complex institutional requirements into approachable, helpful digital interfaces.

Clever Devices | Woodbury, NY — 04/2018 - 06/2022

UIX Designer / Architect

Led UX/UI and product design for desktop, web, and mobile enterprise software that runs mission-critical public transit networks, including NYC Transit, used every day by thousands of transit operators.

- Redesigned the full user experience of applications ranging from 20 to nearly 200 high-density screens, making real-time operational workflows clearer.
- Created reusable UI standards and modular design components adopted across product teams, speeding up front-end layout work and reducing design debt.
- Ran usability testing with transit operators and built HTML5/CSS3/Bootstrap prototypes to validate concepts before engineering handoff.
- Partnered with engineering, product, operations, and transit stakeholders to balance user needs with technical and operational constraints.

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ClearVision Optical | Hauppauge, NY 05/2015 - 12/2017

UX/UI Designer / Front-End Developer

Collaborated across marketing and product teams to translate complex business ideas into welcoming digital products, handling everything from user-informed wireframes to responsive e-commerce storefronts and mobile design assets.

- Designed responsive websites, digital experiences, and marketing assets supporting e-commerce and customer engagement initiatives.
- Created wireframes, prototypes, and Front-End interfaces for websites and mobile applications.
- Contributed to the UX/UI and visual design of the Red's Journey mobile application by finding quick solutions to layout hurdles.
- Maintained and enhanced the Magento e-commerce platform while supporting ongoing website improvements through tight team collaboration.
- Designed marketing materials, branded graphics, presentations, and promotional assets used across print and digital channels.
- Worked closely with marketing and product teams to deliver engaging customer experiences and think outside the box on layout issues.

Northwell Health | Manhasset, NY 09/2008 – 11/2014

UX Designer / Digital Designer / Front-End Developer / Digital Strategist

Revamped digital experiences across massive healthcare websites, research portals, and consumer applications serving patients, physicians, and medical researchers.

- Executed modern UX/UI and responsive Front-End web layouts to dramatically improve public and professional access to medical information.
- Revamped web architecture across five core websites and four microsites, boosting organic SEO and content discoverability.
- Programmed responsive web layouts utilizing WordPress, Drupal, HTML, and CSS to simplify cross-department communication.
- Worked directly with physicians, clinical researchers, and copywriters to turn complex medical datasets into highly usable interfaces.
- Awarded the President's Award for Innovation and the Heart Award for fostering collaborative, cross-functional design excellence.

Related Experience

ADI (Honeywell) | Melville, NY
Digital Artist/Visual Designer | 07/05 – 09/08

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 & Connors | 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 – 08/04

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, NY
Freelance Assistant Art Director | 05/04 – 06/04

Certifications and Training

Building Performance Institute (BPI): Building Science Principles Certificate of Knowledge

Power Up Energy Career Training, United Way of Long Island: Energy Efficiency, Solar Fundamentals, Hands-On Solar Installation, OSHA 30

Adobe Inc.: AI Foundations for Creativity: Adobe Firefly and the Creative Cloud Ecosystem

Education

LIU C.W. Post Campus | Brookville, NY
M.A. *in Interactive Multimedia Arts*
B.F.A. *in Digital Arts & Design*

Professional Affiliations & Volunteer Work

ClearVision Optical | 2015-2017
Member of a philanthropic group supporting charitable initiatives.
Led employee wellness initiatives to improve workplace wellbeing.

Clever Devices | 2018-2022
Volunteered at Habitat for Humanity