Oscar Castaneda

DESIGN | PROJECT COORDINATION | TECHNICAL DOCUMENTATION | CUSTOMER SOLUTIONS | CLEAN ENERGY

Patchogue, NY / Denver, CO | 516-532-3689 | ocastaneda.eml@gmail.com | linkedin.com/in/oscar-a-castaneda | epickreations.com

PROFESSIONAL SUMMARY

Versatile designer and project coordinator who turns complex technical requirements into clear, organized, and usable work. Experienced across public transit infrastructure, healthcare, enterprise software, print production, and retail, partnering with engineers, operations and production teams, customers, and leadership to keep projects documented, on spec, and on schedule. Quick to learn new tools and systems, and comfortable moving between the office, the client, and the job site. Now bringing that background to clean energy through United Way of Long Island's Power Up Energy Career Training, including BPI Building Science Principles, OSHA 30, and hands-on solar installation. Bilingual English/Spanish.

CORE SKILLS

Clean Energy & Building: Building Science Principles, Energy Efficiency Fundamentals, Solar Fundamentals, Hands-On Solar Installation, OSHA 30 Jobsite Safety

Design & Technical Drafting: AutoCAD (foundational), Adobe Illustrator (vector drafting), Adobe Creative Cloud, Figma, Technical Layouts & Diagrams, Production File Preparation, Prepress, Color Management

Project & Operations: Project Coordination, Scheduling, Documentation, Workflow Improvement, Stakeholder Collaboration, Agile, Inventory & Merchandising

Customer & Sales: Consultative Selling, Upselling & Scope Expansion, Client Acquisition, Account Management, Customer Service, Bilingual English/Spanish

Data & Technology: Performance Analytics, Campaign Tracking, Payroll & Bookkeeping, Generative AI, HTML/CSS, WordPress, Microsoft Office, Google Workspace

Marketing & Communication: Branding, Digital Marketing, Email Campaigns, Social Media Content, Presentations, Trade Show Graphics, Photography, Aerial Drone Photography, Video, 360° Interactive Virtual Walkthroughs

CERTIFICATIONS & 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

EXPERIENCE

CYA Action Funwear | Patchogue, NY **06/2026 – Present**

Graphic Designer & Creative Production Specialist (Part-time)

- Prepare production-ready vector artwork to exact technical specifications for screen printing, embroidery, DTF, heat transfer, vinyl, and large-format output
- Coordinate with customers, sales, and production teams to keep multiple simultaneous jobs on spec and on schedule
- Advise customers on materials, decoration methods, color matching, and production techniques
- Speed up artwork development with AI-assisted Adobe Firefly workflows that refine low-quality customer files instead of redrawing them

Epickreations (Freelance) | Patchogue, NY **09/2023 – Present**

UX/UI & Graphic Designer (Business Operations & Marketing)

Partner with business owners, startups, and nonprofits to plan and deliver brand, web, and marketing projects.

- Lead projects from concept through delivery, coordinating client needs, technical requirements, timelines, and deliverables
- Grow client accounts through consultative selling, turning single requests, such as a logo, into full brand identity and website engagements
- Track traffic, conversion, and campaign metrics to refine marketing and user engagement
- Delivered an integrated web, email, and social campaign that **increased verified inbound client inquiries by 35%**

Lowe's | Patchogue, NY **05/2026 – 08/2026**
Merchandising Sales Associate

- Advised customers on product selection, project recommendations, and gardening solutions
- Kept inventory accurate and merchandising on standard through replenishment and department organization
- Collaborated with team members to resolve customer needs and keep the department running efficiently

Upstream Accounting | Patchogue, NY **03/2024 – 09/2024**
Bookkeeper (Seasonal)

- Processed payroll on schedule and maintained invoices, payments, and financial records with accuracy

PruTech Solutions, Inc. | New York, NY **09/2022 – 08/2023**
UX Designer / Visual Designer / UI Developer (Enterprise Project Coordination)

Designed SaaS enterprise software for the NYC Department of Education, turning rigid compliance rules into clear portals for educators and parents.

- Coordinated requirements across engineers, product managers, and public stakeholders, clarifying constraints to make sprint delivery more predictable
- Owned end-to-end design for **two major applications**, simplifying complex administrative workflows before development
- Built and documented a scalable design system adopted across product teams, cutting redundant work
- Mapped user flows and produced Figma wireframes and HTML/Bootstrap prototypes to speed up engineering handoff

Clever Devices | Woodbury, NY **04/2018 – 06/2022**
UIX Designer / Architect (Operations & Stakeholder Coordination)

- Led UX/UI and product design for desktop, web, and mobile software that runs mission-critical public transit infrastructure, including NYC Transit, used daily by **thousands of transit operators**
- Redesigned applications ranging from **20 to nearly 200 high-density screens**, making real-time operational workflows clearer
- Partnered with Engineering, Operations, and transit stakeholders to balance user needs with technical and operational constraints
- Created style guides and reusable component standards adopted across product streams, reducing design debt
- Ran usability testing with transit operators and built prototypes to validate concepts before engineering handoff

ClearVision Optical | Hauppauge, NY **05/2015 – 12/2017**
UX/UI Director, Designer & Front-End Developer

- Led UX across marketing and product teams for e-commerce storefronts, websites, and the Red's Journey mobile app
- Optimized e-commerce flows and checkout to reduce friction, and maintained and enhanced the Magento platform
- Established UX best practices and mentored designers to raise output quality and cut revision cycles

Northwell Health | Manhasset, NY **09/2008 – 11/2014**
UX Architect & Designer / Digital Strategist / Front-End Developer

- Led UX, front-end development, and digital strategy for healthcare websites and research portals serving patients, physicians, and researchers
- Restructured web architecture across **five core websites and four microsites** to improve SEO and content discoverability
- Partnered with physicians, clinical researchers, and copywriters to turn complex medical data into accessible interfaces
- Received the **President's Award for Innovation** and the **Heart Award** for cross-department collaboration

ADI (Honeywell) | Melville, NY **09/2005 – 09/2008**
Senior Digital Artist / Visual Designer

- Produced catalogs, technical presentations, text-heavy brochures, direct mail, and structural trade show displays for a global technology distributor
- Managed prepress file preparation for domestic and Canadian distribution, ensuring dependable output on tight deadlines
- Coordinated projects from concept through final production and helped move the team to new design software and workflows

ADDITIONAL EXPERIENCE

Front-end development for **CVS Health, Progressive Marketing Group,** and **Curran & Connors**; creative direction, production art, and multimedia design for **Mehta International, Lanco Corporation, Akemi North America, Pro Image Studios, Scholastic**, and other clients.

EDUCATION

LIU C.W. Post | M.A., Interactive Multimedia Arts | B.F.A., Digital Arts & Design