

THEO CASTELLANOS

User Experience Ux Designer

Lead UX designer with 13 years building and guiding product design teams in fintech, logistics, and developer tools. Set design direction across multiple squads, own design ops, and translate executive strategy into research-backed roadmaps.

CONTACT INFORMATION

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KEY SKILLS

- Design org leadership and headcount planning
- Design ops and tooling (Figma, FigJam, Zeplin)
- Design systems strategy and governance
- Mixed-methods UX research (usability, diary studies, contextual inquiry)
- Service design and journey mapping
- Roadmap and OKR alignment with product and engineering
- Executive stakeholder communication
- Hiring, rubric design, and portfolio review
- Information architecture for complex operator tools
- Accessibility standards (WCAG 2.1) and inclusive design
- Quantitative analysis (Amplitude, Mixpanel, SQL basics)
- Mentorship and design crit facilitation

PROFESSIONAL EXPERIENCE

2021 - Present

Lead UX Designer, Quillmark Freight Technologies, Salt Lake City, UT

- Lead a team of 9 designers and 2 researchers across shipping, billing, and carrier-onboarding squads.
- Drove the consolidation of three legacy interfaces into one operator console, projected to save dispatchers around 7,400 hours per year.
- Set up a quarterly research planning ritual with PM and engineering leads; cut duplicate studies by more than half.
- Rebuilt the design hiring loop, including a take-home review rubric; time-to-offer dropped from 8 weeks to 4.
- Present design strategy to the executive team each quarter and own the design org's headcount plan.

2018 - 2021

Principal UX Designer, Northwell Ledger Systems, Boise, ID

- Owned design direction for a payments platform with \$1.8B in annual transaction volume.
- Stood up a design system in Figma adopted by 4 product teams; reduced inconsistencies flagged in QA by roughly 60%.
- Partnered with the VP of Product on a three-year UX roadmap tied to retention targets.
- Hired and onboarded 5 designers across two offices, including the first dedicated UX researcher.
- Wrote internal guidance on when to run usability tests versus diary studies versus analytics deep dives.

2015 - 2018

Senior UX Designer, Marrowfield Devtools, Boise, ID

- Designed CLI dashboards and onboarding for a developer tool with 60,000+ registered accounts.
- Ran the company's first contextual interview series with backend engineers at customer sites.
- Mentored 3 junior designers and ran the weekly portfolio crit.
- Owned the rebrand rollout across the product UI alongside a marketing design lead.

2012 - 2015

UX Designer, Plumcrest Analytics, Reno, NV

- Designed data visualization features for a BI tool used by mid-market retailers.
- Worked with product marketing on launch flows for three major releases.
- Built early versions of the team's pattern library in Sketch and Abstract.

- Ran usability tests for the iPad companion app prior to App Store launch.

EDUCATION

M.S. Human-Computer Interaction, University of Washington, 2012

B.A. Cognitive Science, University of Nevada Reno, 2010

Nielsen Norman Group UX Master Certification, 2017