

Felipe Castaneda

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EDUCATION

Google: UX Design Certificate

// July 2022 - December 2022, Online

Completed a demanding specialization to prepare for employment. 15 sessions covering subjects, such as; the principles of user experience research, inclusive design, low-fidelity, and high-fidelity prototypes, and software programs like Figma and Adobe XD. Obtained the [certificate](#) by finishing practical tasks, and creating a [portfolio](#) - Graduated with a **4.0 GPA**.

Anáhuac Norte México: University

// August 2016 - January 2021, Mexico, Mexico City

Bachelor of Architecture and Design - Graduated with a **3.2 GPA**.

EXPERIENCE

UX/UI Designer: *Ecoworkers*

// December 2021 - November 2022, Mexico, Mexico City

- Developed a Hi-Fi prototype of the initial e-commerce website of [ecoworkers](#). Producing a journey of the website and a [video](#) using AudioMAss and Clipchamp as my editing tools.
- Used problem-solving and inquiry to better reach the target audience by gathering the results of various questionnaires. Translated the research findings into insights to help grow the brand's customer base with the creation of a survey and a [Usability Study](#).

UI Designer & Product Manager: *Huichol Heart*

// February 2019 - December 2021, Tucson, AZ

- Coordinating shows in the U.S. with Indigenous Artwork, Instigating new client connections for long-term projects, and setting up the booth design for the show.
- In charge of the brand image and building a professional presence with the creation of logos, business cards, zines, flyers, and setting up [social media](#), for the Huichol community to exhibit their craft at International shows such as; Tucson, Az, and Denver, CO.

Architectural Designer: *P.D. Architects*

// January 2017 - June 2019, Honduras, M.D.C.

- Responsible for the design and client branding. Providing 3D Models, Render Designs, UI Layouts, Booklets, and the development of [Case Studies](#) for potential clients.
- Executive assistant and first point of contact with clients for long-term restoration of projects.

SKILLS

Technical

Figma // Adobe XD // Sketch // Lucidcharts // Photoshop // Illustrator // Rhinoceros 3D

Design

Aesthetically pleasing UI // User research // Wireframing // Usability studies // Prototyping // User Journeys // Strategic Design // Problem-Solving Techniques // Responsive Design // 3D

Collaboration

Conscientious // Critical-Thinking // Problem-Solving // A Global Mindset // Communicative // Provides Design Critique + Feedback // Strong Presenter // Detail-Oriented // Adaptable

LANGUAGES

Spanish: Native // **English:** Proficient