



ADRIANA
CASTRO THOMPSON
VISUAL DESIGNER

BIO

15+ years of experience, possessing both visual design and front-end expertise in the implementation of websites. Good understanding of usability and user experience.

TECHNICAL SKILLS

CSS & HTML • Web Standarts Usability • IA • UX/UI • Prototyping Card Sorting • Journey Maps • Personas • Tasks Analysis • Competitive Analysis

TOOLS

Illustrator • Photoshop • Flash Dreamweaver • InDesign • CSS & HTML • Google Analytics • InVision Wordpress • JIRA • Asana

PERSONAL SKILLS

Creative problem solving Self taught • Motivated • Enthusiastic Detail-oriented • Organized Sense of Urgency • Team Player Usability Enthusiastic

CONTACT

hello@adrianaCastro.com
+707.703.7485
Santa Rosa, CA
www.AdrianaCastro.com

WORK EXPERIENCE

VISUAL & INTERACTION DESIGNER, CONSULTANT | Oportun
Redwood City, CA | December 2014 – Present (2 years, 2 months)

I am currently working with the company’s marketing team on the redesign of the corporate website; creating responsive wireframes and mockups for mobile and non-mobile devices. I am also in charge of planning, setting up and controlling Web Experiments in their corporate website. I am also in charge of Banner Design and Production, icon creation, images for their social media presence and their intranet.

VISUAL & INTERACTION DESIGNER, CONSULTANT | Lydia’s Organics
Petaluma, CA | May 2013 – April 2016 (3 years)

I have overseen the web branding direction for the Lydia’s Organics family of companies since April, 2013. I’ve worked on a myriad of projects, from visual design to web development. The company’s new web style-guide, the re-design of their website, as well as the creation of icons, wireframes and mockups are just some examples of what I have done for Lydia’s Organics.

SR PRODUCTION DESIGNER /UX TEAM | Prodigious Latin America
Heredia, SJO, CR | September 2012 – March 2013 (7 months)

I worked exclusively for the Nissan Account at Digitas Germany, reporting directly to the Art Director, Creative Director and Client Manager. I created animated Flash banners for MediaMind’s ad marketing campaigns, and worked on web layouts and landing pages for offer sites. I was part of the UX Team and collaborated in conferences and writing articles for the company magazine.

SENIOR WEB SERVICES DESIGNER | FISERV,inc
Heredia, CR | June 2009 – August 2012 (3 years, 3 months)

During my time at Fiserv, I worked with a database of approximately 150 banks and credit unions across the United States. My responsibilities included:

- Designing custom websites; creating sitemaps, wireframes and mockups
- Branding sites from the company’s existing template gallery, based on the client’s style guide.
- Creating mockups for mobile websites.
- Building sites from scratch (html and css), based on client provided psd’s, and connecting them with Fiserv’s in-house CMS and banking tools.
- Leading support advisor for the web development team.
- Training new team members on Fiserv website tools, web products and team processes.

EDUCATION

2016 | Mobile Web UX/UI Design, SF State College, San Francisco,CA
2016 | Course for Human-Centered Design, IDEO.org + Acumen, San Francisco,CA
2015-2017 | Interaction Design Certification, University of California, San Diego
2015 | Google Analytics Platform Principles Certification, Google Analytics Academy
2002-2004 | Graphic Web Design Technician, Technological Institute of Costa Rica
1993-1996 | Bachelor of Arts in Visual Arts. University of Costa Rica.