

# Katheline Castin

## User Experience Designer

Atlanta, Georgia

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Portfolio: [www.kcastin.com](http://www.kcastin.com)

### Summary:

With over 6 years of experience in UX/UI design and a proven track record of optimizing digital products, I design meaningful experiences that shape how users interact with technology. I infuse empathy, advocacy, and intentionality to create a lasting impact on the finished products.

### Skills:

Technical: Figma, Axure, Adobe Creative Suite, Adobe Target, Adobe Experience Manager, React framework, Miro, JIRA, Magento, Confluence, Microsoft, Tailwind, Sitecore, Razorfish, Pega, Asana, Design Systems, Prototyping.

### Relevant Experience:

#### Cox Communications

May 2023 - May 2024

#### UX/UI Designer - Contract

- Lead the re-design of user experience for Cox Business products and services by translating user insights into actionable design improvements such as increased user engagement, page optimizations and visual refreshes.
- Collaborated with developers and other designers to rebuild all UI components in the design system from Flex 2 to REACT framework.
- Translated stakeholder needs from cross-functional teams, including marketing, product management, and legal to align design initiatives with business goals and objectives.
- Displayed excellent communication and presentation skills with demonstrated ability to articulate design concepts recommendations to stakeholders at all levels.
- Conducted several user research and A/B tests on UserTesting.com and Adobe Target to validate design hypotheses and drive product improvements.
- Established and enforced design standards and best practices to ensure consistency and coherence across products and features.

#### Frontier Communications

September 2021- May 2023

#### Visual & UX Designer

- Helped create and define the visual appearance, behavior, and functionality of individual components within the design system. This includes buttons, forms, navigation bars, cards, icons, and other UI elements. Ensured that each component is designed to be flexible, scalable, and consistent with the overall design language and brand guidelines.
- Documented each component, pattern, and guideline within the design system to provide clear instructions on how they should be used, implemented, and customized
- Contributed to the evolution of the design system by introducing new components, patterns and best practices based on industry trends and technological advancements
- Conducted regular audits of existing design assets to ensure that they adhere to design.

**Center for Disease Control****July 2020- August 2021****Visual UI Designer - Contract**

- Worked heavily with a team of UX designers towards improving the CDC 2019 site.
- Worked on taxonomy tagging and taxonomy driven functionality.
- Helped with supporting metrics for the agency through different KPI tools.
- Created compelling visual designs for digital platforms including websites, mobile apps, and social media channels.
- Remained up-to-date on emerging design trends and technologies, and incorporated them into our design processes to enhance the user experience.
- Developed brand identity materials such as logos, typography and color palettes that align with the company's brand guidelines.

**Lippert Components****April 2019- June 2020****User Experience Designer**

- Strategized and implemented a project plan across organizations to implement the use of Figma over sketch.
- Conducted workshops, demos, and internal marketing campaigns to help the company learn about the importance of having a design system to unify their digital products.
- Utilized Jira and Confluence project management software to create and manage product strategies, roadmaps and backlogs.

**Inspire Hospice and Palliative Care****August 2017- February 2019****Sales and Marketing Coordinator**

- Set objectives for various marketing and social media communications strategies to develop a cohesive marketing strategy for the organization to raise awareness of benefits.
- Created presentations, designed brochures, seminar materials and collaterals for community outreach events to educate the healthcare community regarding hospice.
- Conducted market research to understand target audience, analyze competitors and industry trends to identify opportunities and inform marketing strategies.

**Education****Certificate in UX/UI Design:** | Georgia Tech | Atlanta, GA**Bachelor of Social Services and Health Science:** Florida Gulf Coast University | Fort Myers, FL