

KYLE CASTELLUBER

UX DESIGNER

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EXPERIENCE

Sales & Marketing Manager | Oscar College

OCT 2019 - MAR 2020, ABBOTSFORD, BC

- Prospected over 100 new business partners through face to face meetings.
- Developed our agent customer base from scratch to 300 contracts.
- Reached our record enrollment through the partnership channel.

Marketing & Sales Strategist | Goal Intercambio

MAY 2019 - OCT 2019, VANCOUVER, BC

- Designed a promotional campaign increasing overall sales by 20%.
- Simplified the sales process, increasing by 40% the sales events.
- Standardized the sales process and created sales templates to increase the sales conversion.

Marketing & Sales Manager | Arbutus College

SEP 2015 - AUG 2018, VANCOUVER, BC

- Promoted from Marketing & Sales Officer to Manager in 2017
- Enrollments yearly increased by 92% through training and support provided to business partners
- Streamlined a business process resulting in a 30% quicker response rate
- Developed a follow-up system, reducing overdue payments by 80%
- Accounts base increased, over achieving the quota by 30%

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

SEP 2020 - DEC 2020, VANCOUVER, BC

University of British Columbia | Diploma, Marketing & Sales Management

SEP 2018 - MAY 2020, VANCOUVER, BC

SKILLS

Usability Principles, Prototyping, Wireframing, Accessibility best practices, Heuristics, Sketch, Figma, Invision, Principle, Pop, Paper Prototype, UX Research, Keynote, Excel, PowerPoint, Google Slides

PROFILE

I am transitioning from a background in business into the field of UX Design because I am passionate about solving problems using design that have a measurable impact on their organizations. My ability to understand users needs, translate them into actionable deliverables, and present my findings to various stakeholders will be an asset in an UX Designer role.