

Danice Castaldi

User Experience Designer

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[LinkedIn](#)

PROFILE

I am an enthusiastic wholistic-minded designer with a focus on exploring the dynamics of human-product interactions, and devising innovative solutions. After spending over 7 years in the garment design/development industry, my firm conviction in design's potential to create a positive impact on the world has driven me to shift my focus towards crafting digital products. I am excited to work on products that enhance people's lives, embracing innovation and empathy to address real-world challenges.

SKILLS

Figma, Adobe Illustrator & Acrobat, Google Workspace, Microsoft Excel & Word, Conducting Interviews, POP App, Design research, development, technical CAD drawings, production liaising

EXPERIENCE

Junior Designer | Sweaty Betty

MAY 2021 – MAY 2023, LONDON, UK

- Designed the top selling midlayer for 2022
- Collaborated closely with Product Development, Raw Materials, Buying and Garment Tech teams on 100+ SKUs
- Executed specialized design research, sketching, iteration and presentation, in response to design briefs from my Sr. Designer, the Design VP, Buying and Planning Teams, as well as creating final CADs, tech packs and BOMs
- Liaised with suppliers during design, development and production phase to ensure product meets design intention and target date

Junior Designer | Le Col

JAN 2020 – JUNE 2021, LONDON, UK

- Essential resource to Head Designer, CEO & Product Director
- Successfully designed and launched 10+ collections and custom projects
- Liaison to factory for project development & production
- Creative owner of capsule collections & collaborations from concept to final design

Freelance Product Development Assistant | Burberry

DEC 2018 – FEB 2019, LONDON, UK

- Contributed to the development of AW19 runway collection
- Carried out show plan creation and upkeep
- Facilitated efficient organization and communication with vendors and internal team to maintain timely product updates and final protos

EDUCATION

BrainStation | Diploma, User Experience Design

MAY 2023 – SEPT 2023, TORONTO, CANADA

Central Saint Martins | Bachelors (Hons) in Fashion Design

SEPT 2012 - 2016, LONDON, UK

- Achieved Diploma in Professional Studies (Industry Experience)

PROJECTS

Capstone Project | [GoodMart](#)

- A 10-week project that spans from the initial selection of a problem space, through primary and secondary research, persona creation, task flow and user-testing interviews, to design development.

Industry Project | [7shifts](#)

- A 24-hour hackathon, collaborating with 2 Data Scientists, 2 Software Engineers, and 2 other UX Designers. We successfully developed a function solution to a problem space within the company's existing app.