

Tania Castro

UX DESIGNER

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PORTFOLIO

taniacastrodesign.com

PROFILE

15+ years of experience with different workflows, marketing to clients, and assisting multiple people simultaneously have allowed me to excel at anticipating needs and multitasking. Working in industries outside of tech has shown me that not everyone learns at the same pace, giving me unique insights into the pain points of average or not tech-savvy users.

I am passionate about technology and efficient processes; these are the main drivers behind my design skills and understanding of human behavior in a digital space. An ability to adapt and design for various needs and experiences makes me a good asset and helps me stay up to speed in a dynamic environment.

SKILLS

Adobe Express, Figma, MLS, CRMs, Google Suite, Webflow, Email Marketing, Copywriting, Bilingual (Spanish)

PROJECTS

End-to-End UX Designer | BuzzSmart App

BrainStation Boot Camp

July 2023 - September 2023

Capstone Project: A mobile app to help young adults avoid binge drinking.

UX Researcher & Designer 1 | Hackathon Industry Project

BrainStation Boot Camp

August 24-25, 2023

Hackathon: Worked in a cross-functional team to create a simplified design solution for Royal Caribbean's website to cater to new-to-cruise bookings.

EXPERIENCE

Teacher's Assistant for UX Design - BrainStation

Sept 2023 - Current - MIAMI, FL

- Selected by bootcamp educators as a teaching assistant to deliver lectures, grade assignments, and individually mentor students in learning the design thinking process

Director of Operations - The Chad Bishop Group / OSIR Realty

MAY 2019 - MAR 2023 - FORT LAUDERDALE, FL

- Created operations and training manuals with end-to-end processes.
- Used AdobeExpress and Studio ONE to create print and digital marketing pieces, including email and social media.

Executive Assistant - The Moscoso Group / KW Realty

MAR 2018 - MAR 2019 - PEMBROKE PINES, FL

- Created detailed operations and training manuals for new hires.
- Created print and digital marketing pieces using Photoshop.

Service Advisor & Parts Manager - German Car Depot

APRIL 2010 - MAR 2018 - HOLLYWOOD, FL

- Implemented a customer-focused digital inspection system to lower wait times and minimize communication errors.
- Handled payments, tows, rentals, warranties, recalls, and transportation arrangements for clients..

EDUCATION

BrainStation | Diploma, User Experience Design

JUNE 2023 - SEPT 2023 - MIAMI, FL

University of Florida | Bachelor's in Business Administration

AUG 2018 - AUG 2021 - GAINSVILLE, FL (ONLINE)

Broward College | Associates in Arts

JAN 2015 - AUG 2018- DAVIE, FL

- Accounting Technology & Business Specialist Certificates