

Diana E. Castellanos Williams

UX Designer

Enthusiastic user experience (UX) designer with 5+ years of experience
Pursuing new roles in global firms focused on human-centered design

Experience

Syndio Health | UX/UI Designer & UX Researcher

Atlanta, GA & Remote | March 2020 - Present

Co-designed UI overhaul & augmented product design per research insights

- Designed User Acceptance Testing plans for 10 Beta cohorts (500+ members)
- Conducted 300+ user interviews, collecting & analyzing 3.6k+ survey responses
- Translated bi-weekly insights into summary reports to inform sprint plans
- Wireframed responsive low & high-fidelity UX/UI journeys for 16 product epics
- Co-launched new platform reaching 50k unique users & 6k active members
- Created rebrand assets & visuals reaching 135k+ ppl in marketing campaigns

Syndio Health | UX & Graphic Designer

Chicago, IL & Remote | May 2018 - February 2020

Co-created user experience & brand designs for initial go-to-market launch

- Built out marketing funnels, acquiring 10k users with 24% signup conversion
- Developed marketing assets used in campaigns, generating 7k+ social shares
- Co-designed internal CMS tool used help manage 10k+ medical topic tags
- Mapped out user journeys & flows leading to 15% monthly active users

Canopy Workforce Solutions | CX Manager

Atlanta, GA | July 2020 - December 2020

Drove product insights managing \$1.5M book of business with 30+ clients

- Directed 90+ user research interviews, gathering client insights to identify software use patterns & inform product roadmaps with stronger user advocacy
- Managed 2k+ ticket support requests, executing against 100% CXS score

Visual Latina | Marketing Researcher

Buenos Aires, Argentina & Atlanta, GA | February - May 2020

Re-contracted after 2 internships conducting research in HQ & satellite locations

- Carried out marketing research for 15 Fortune 500 clients, consolidating findings to inform \$3M+ in multilingual retail & digital shopper activation proposals
- Edited brand toolkits for consistency, reviewing final arts & translating copy

Plan A.Earth | UX Design & Research Intern

Berlin, Germany | August 2019

Implemented user research to drive donations in physical & digital spaces

- Ideated & sketched 14 rounds of product designs & call-to-action copy
- Storyboarded hero's journey for 8 onsite & online interactions

The Coca-Cola Company | Marketing & Branding Intern

Atlanta, GA | June - August 2015

Collaborated with executives in designs of \$10M high-profile branding assets

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Education

University of Michigan

BA | International Studies
Ann Arbor, MI | 2015-2020

Google - Coursera | Present

UX Design Course Series

Certifications

AJ&Smart - Innogy | 2019

Design Sprint Bootcamp

iXperience | 2019

Digital Design Program

Dale Carnegie | 2015

Public Speaking Seminar

Skills

Languages

English (native)
Spanish (fluent)

UX/UI Tools

Design:

Figma, InVision, Wix, Webflow,
Sketch, Adobe Illustrator

Research:

Mixpanel, Typeform, Mailchimp

Project Management:

JIRA, Confluence, Coda

Media & Communications

Translation (English/Spanish)

User & Marketing Research

Brand & Marketing Visual Design

Copywriting & Editing

Passions & Hobbies

Travel & Multicultural Learning
(lived in 7 countries, visited 35)

Reading, Writing, Latin Dance

Drawing, Painting, Music