

SAMUEL CASTILLO

Senior UX/UI & Product Designer

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SUMMARY

Senior UX/UI Designer with 5+ years of experience designing user-centered digital products for B2B and SaaS clients, including EY. Skilled in design systems, prototyping, and cross-functional collaboration, with a track record of improving usability and reducing user friction through research-driven design.

EXPERIENCE

Senior UX/UI Designer — Cognizant *April 2021 – Present*

Client: EY (Ernst & Young, US) — Canvas Project · Remote, Argentina

- Led design concepts, workflows, and high-fidelity designs for new product features on the product, aligning business goals with cross-platform experiences.
- Improved user flow efficiency across the platform by conducting user research and competitive analysis, directly informing design decisions validated by stakeholders and usability testing.
- Built and maintained reusable components and design libraries for the design system, including Light and Dark theme patterns, working closely with developers to ensure consistent brand implementation.
- Presented design concepts and sprint progress to stakeholders and the product team, collaborating with Product Managers, Product Owners, Developers, and Designers in weekly design review sessions to ensure delivery quality.

UX/UI Designer — LabsXD *November 2020 – April 2021*

Remote, Argentina

- Designed the UI for an internal platform, partnering with Business Analysts, Product Managers, and Developers through concept design, wireframing, and prototyping sessions in Figma.
- Increased client website visits by 3% by redesigning the landing page with improved design patterns and usability enhancements.
- Collaborated cross-functionally with project owners, developers, and designers to maintain design consistency across projects.

UX/UI Designer — GONNI Agency *May 2020 – November 2020*

Remote, Argentina

- Designed and redesigned websites for multiple clients, delivering mobile and desktop versions from wireframes to final mockups while maintaining visual hierarchy and usability.
- Produced promotional and instructional materials aligned with each client's brand guidelines.
- Created high-quality visual assets for an e-commerce website, ensuring visual consistency and hierarchy.

PROFESSIONAL SKILLS

Design Thinking · User Experience Design (UX) · User Interface Design (UI) · Product Design · Design Systems · Interaction Design · User Research · Prototyping · Mobile & Web-App Design · Responsive Web · Accessibility · Visual Design · Art Direction · Typography · Apple iOS & Google Material Design Guidelines

TECHNICAL SKILLS

Figma · Sketch · Adobe Photoshop · Illustrator · Framer · After Effects

EDUCATION

UX/UI Design — Acámica

Argentina · 2019

Digital Product Design and UX/UI — Platzi

2018

Associate Degree, Graphic Design — Instituto Universitario de Tecnología "Rodolfo Loero Arismendi" (I.U.T.I.R.L.A.)

Venezuela · 2008 – 2012

LANGUAGES

English (Fluent) · Spanish (Native)