



# KAROLEEN DECASTRO • UI/UX DESIGNER AND ARTIST

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## CONTACT

Portfolio: [karoleend.com](http://karoleend.com)

Personal contact information available upon request.

## EDUCATION

UC Santa Barbara - B.A. Art, 2008  
Uni. Sussex, UK - Summer 2007

## EXPERTISE

UI/UX Design, Responsive Web Design Direction

User Research: personas, synthesis, user interviews, flows, storyboards, contextual inquiry

Usability Testing: heuristic evaluations, cognitive walkthroughs, prototyping

Agile, Scrum

Branding, Graphic Design

Illustration, Fine Art

## TOOLS

Mac/PC Platforms

Sketch

Invision

Photoshop CS-CC

Illustrator CS-CC

InDesign CS-CC

Keynote

Google Sheets, Analytics, Docs

Survey Monkey, Verifyapp.com

HTML/CSS

WordPress

Trello, JIRA, Basecamp

Omnigraffle

MS Word, PowerPoint, Excel

NYC based designer and artist with a strong background in print and web design. Specializes in UI/UX design, branding and illustration with effective secondary skills in HTML/CSS. Extremely passionate about user-centered design, leading teams, instilling design thinking, and accomplishing project goals without compromising aesthetic or design integrity.

## EXPERIENCE

### Remedy Partners, Inc. • New York, NY

Director of UX • June 2015 - Present

Lead UI/UX Designer • September 2014 - June 2015

- Lead our team of UI/UX Designers as we create the country's first healthcare interfaces for the U.S. Government based Bundled Payments for Care Improvement (BPCI) Initiative.
- Facilitate user research, sketching, interaction design, prototyping, visual design, user testing, documentation, and design QA for Remedy's suite of enterprise software.
- Promote UX strategy to meet the needs of our partners, users and business team.

### Yodle • New York, NY

UI/Visual Designer • March 2012 - July 2014

- Worked with interaction designers and front-end developers in an agile environment to:
  - Lead design on *Lighthouse*, Yodle's first product that utilizes clients' practice management systems. The product's sale generated \$45 million in company revenue from Jan-Jun 2014.
  - Lead design on *Centermark*, Yodle's national client portal that is used by large franchises such as AAMCO, MAACO and Miracle Ear.
  - Lead the redesign of *Essentials*, Yodle's first client performance platform, which expands the marketing efforts of more than 40k small businesses in the U.S. and Canada.
  - Redesign Yodle's website templating system in order to bring it to a more modern, clean, customizable and responsive experience for all our clients.
- Headed brand development and marketing design, including the redesign of the company figure, color palettes, print standards, and UI standards.

### ST8 Creative Solutions • Santa Monica, CA

Visual Designer • August 2010 - March 2012

- Facilitated user and client research to inform branding and digital design work.
- Sketched logo concepts for startups and small businesses, then carried them through to vector illustration, stationery, website design and marketing/advertisement collateral.
- Led interaction and visual design for multiple WordPress-based websites.
- Delegated work and provided design feedback for our interns and junior designers.

### Marine Science Institute, UCSB • Santa Barbara, CA

Graphic Designer • March 2008 - March 2010

- Designed identity and print in collaboration with the Creative Director.
- Illustrated scientific graphics for Google Oceans animations, textbooks, and research.
- Consulted directly with clients, printers and vendors during production processes.