

Diana Castiglia



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Hey! I'm Diana, a UX designer with a passion for successfully combining design and usability.

You can often find me speaking at conferences & meetups, building my [User Guardian](#) community (in Spanish) at Instagram I always enjoy taking on new challenges and side projects.

Based on Marketing, my knowledge helps to bridge the gap between design and commerce.

Experience

OCT 2018 - Today

IBM

SSr. UX/UI Designer

With a self-supporting team, we dedicate our efforts to counsel the best way to design with Salesforce to meet Telecom's users needs. From the Information Architecture to the application of Telecom's Design System, we prepare an omni-channel to incorporate the new advantages of a multi-brand, meeting the needs of users as a first priority, conducting user research techniques and design thinking sessions.

MAY 2018 - SEP 2018

Vlocity

SSr. UX/UI Designer

Using design and prototyping tools like Invision, Zeplin, and Sketch, I create usability design for web and mobile interaction with Salesforce/Vlocity for the merge between Telecom and Cablevision - Fibertel: ProjectFan.

MAR 2016 - APR 2018

gA (Grupo Assa)

UX/UI Designer

I was assigned to many different projects to perform tests with users, prototyping and lead design thinking sessions. I was also in charge of providing training to anyone interested in the discipline inside the company.

JUL 2017 - Present

Aristalab (Freelancer)

UX/UI Designer

My role in Aristalab includes interaction and testing with users, prototyping, iterating the process always looking for the best results. Also I provide style and brand design for several of their customers.

JAN 2015 - FEB 2016

Fiverr (Freelancer)

Graphic Designer

I started my designer career in different platforms to get a grip of a good portfolio and learn how to treat with clients in the design process. I usually make logos, photomontage, video for presentations and more.

Additional Skills

Adobe Illustartor (CC)

Adobe Photoshop (CC)

Adobe XD

InVision

Sketch

Figma

HTML5

CSS3

Javascript