

# AMY CASTILLO

## PERSONAL BACKGROUND

Hi! I'm Amy. My career journey has always revolved around the human experience. From recruiting to developing client relationships to UX, my focus is in creating a positive experience for people. Some of my best work includes designing my own app from start to finish, project managing and executing the UX research for an MVP discovery project, and establishing a new department in a SaaS company as well as recruiting for it.

## CONTACT DETAILS

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[amy-castillo.com](http://amy-castillo.com)  
[My LinkedIn profile](#)

## SPECIALIZATIONS

- UX Development
- UX Research
- Wireframe Design
- Design Thinking
- Rapid Prototyping
- Usability Testing
- A/B Testing
- Client Prospecting
- Business Development
- Customer Service
- Team Management
- Bilingual: English & Spanish

## EDUCATION & TRAINING

### IRONHACK

#### UX/UI DESIGN

- May 2019 - November 2019
- Completed the full course
- In-house hackathon winner

### MIAMI-DADE COLLEGE

Majored in Human Resources and Psychology

## REFERENCES

Jose Barahona  
VP of Sales at Magaya Software Corp  
+1 (832) 348-6072

Aracelis Baez  
Director of HR at INK Publishing  
+1 (917) 599-7349

## WORK EXPERIENCE

### FREELANCE UX RESEARCH

#### Uproot.co | April 2021 (Project based)

- Lead the research strategy for project features
- Make sure brand aligns with project purpose
- Collaborate on ideas to improve product
- Wireframe features and 404 pages.

#### JM Studios | May 2020 - May 2021 (Project based)

- Conduct user testing, interviews and surveys to gain a better understanding of customer needs
- Record qualitative and quantitative data with research tools and presented the results to the development team
- Validate MVPs and brand strategy
- Collaborate on ideas to improve product

### HUMAN RESOURCES COORDINATOR\*

#### INK Publishing | March 2020

- Lead and conduct hiring recruitment
- Maintain employee records, assist with payroll processing and provide administrative support to all employees
- Complete administrative duties for the human resources department

### SR. BUSINESS DEVELOPMENT

#### MAGAYA Software Corp. | Sept 2016 - February 2020

- Founded the Business Development Representative department
- Trained and temporarily managed the BDR manager and the current members of the department; 8 members total
- Connected with over 90 prospects/leads per day through phone calls, managed digital inbound lead channels such as the customer portal and chat, at least 20 chats per day.
- Generated \$189,000 annually in new customer revenue. #1 ranked BDR
- Collaborated with Marketing to create an account based marketing strategy in targeted regions
- Customer service and software advisement

### UX/UI INTERN

#### IRONHACK | May 2019 - November 2019

- Worked and learned under the guide of experienced UX Designers
- Produced, independently and in teams, 9 projects and adequately implemented the correct methodology for each project
- Acquired the skills of creative design thinking and user-centric solutions

### LEAD RECRUITER

#### RIGHTHIRE Staffing | January 2015 - September 2016

- Interviewed and assessed proper candidate placement
- Processed all candidate paperwork and information for job assignment
- Negotiated work terms and salary between client and temporary employees