Amy Castillo

UX Researcher

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Proven knowledge of producing insights and expertise regarding targeted people and markets through various research and testing approaches and communicating deep insights to the firm to facilitate design thinking and high quality. Adept at identifying and hiring executive talent to build, deliver, and drive business through the next growth phase. Known for enabling the achievement of full business potential through comprehensive UX research. Proven expertise in utilizing various research methods for data collection, such as usability testing, in-depth interviews, concept testing, and strategic research planning based on exploratory. Known for systematically studying target users to collect and analyze significant data to inform the robust product design process. Proficient in identifying and selecting potential candidates in line with job specification via recruitment process, while providing performance-driven training and assigning appropriate tasks to newly hired members.

Areas of Expertise

UX Research & Development	Recruitment & Selection	Business Development
Strategic Planning	Revenue Optimization	Customer Service
Process Improvement	Rapid Prototyping	Wireframe Design

Career Experience

WPP, New York, NY   **2021 - Present**
Recruitment Research Associate

Accumulate important information on competitive markets and trends impacting the capacity to discover and recruit the right people, such as talent mapping and organizational chart construction. Perform in-depth executive recruitment research in a fast-paced and highly dynamic environment. Leverage exceptional leadership acumen to manage multiple research projects and intelligence for all allocated projects. Contribute to identifying and addressing the assignment of crucial pipeline needs and deliverables. Direct several cross-functional teams and supervise ad hoc projects from start to completion.

- Accomplish desired objectives and deadlines by collaborating with team and business leaders.

- Expanded personal knowledge by continuously learning on latest market trends and development, including evaluation of industry trades.

- Acted as main point of contact for recruiters and hiring managers to identify and build list of potential candidates from variety of sources in line with job specifications.

- Acquired and retained accurate candidate, market, and search process information in the database, while adhering to strict confidentiality and all applicable requirements.

Freelance UX Research

JM Studios   **2020 - 2021**

- Lead Researcher and Project Manager for several projects where a small team of two was managed.

- Led research through every step of the product development cycle from defining the problem to setting the strategy to making tactical product improvements

- Used qualitative and quantitative research methods and synthesized them to deliver measurable insights that drive product strategy.

- Advised partners and team members on research opportunities and best practices at various stages of the product cycle.

- Built trusted relationships with insights partners to drive research impact.

Uproot.co   **2021**

- Designed and deployed robust research strategy for project-based features.
- Provided expertise to the user research team and raised the user research bar with regards to a mix of methods based on research questions, timeline and resourcing.
- Ensured brand alignment with project specifications.
- Implemented product enhancement through close collaboration with the team, while improving product functionality.
- Employed technical skills to design wireframe and 404 pages.

INK Publishing, Miami, FL   **2020**
Human Resource Coordinator

Spearheaded overall recruitment activities for hiring potential candidates in line with job specifications. Utilized professional expertise to maintain employee records, while providing assistance with payroll processing and delivering administrative support to all employees to ensure satisfaction and retain loyalty.

- Streamlined overall human resource department operations by executing entire administrative related activities.

Magaya Software Corp., Miami, FL   **2016 - 2020**
Senior Business Development

Assisted in generating new business profitable opportunities by forming the Business Development Representative Department. Provided performance-driven training to cross-functional teams. Developed and executed account-based strategies for designated regions through close collaboration with marketing teams.

- Received #1 position as BDR on showcasing remarkable efforts and performance.
- Improved profitability by generating over $189K annually in new customer revenue.
- Played an integral role to temporarily lead BDR manager and the existing members of the department consist of a team of eight people.
- Proactively interacted with over 90 prospects/leads per day via utilization of multiple communication mediums, including phone calls, while managing digital inbound lead channels, such as the customer portal and at least 20 chats per day.
- Educated and informed prospective clients of the SaaS product.

RightHIRE, Miami, FL   **2015- 2016**
Lead Recruiter

Interviewed shortlisted candidates for evaluation in line with job criteria and specifications. Processed documents for further investigation to ensure validity and authorization. Informed candidates regarding job assignments, while ensuring timely completion of designated activities.

- Developed document containing detailed working hours of each employees by processing payroll.
- Used professional communications skills to negotiate terms and salary between clients and temporary employees.

Education

UX/UI Design Certificate
IRONHACK, Miami, FL, 2019

AA Psychology
Miami Dade College, Miami,FL