

Fernando Castro

Senior Product Designer

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Experience

Buntl — Lead Product Designer (Remote)

📅 Jul '24 - Today

[Figma](#) [Design Thinking](#) [Jira](#)

I lead a product design team at a UX agency, delivering innovative solutions for clients by creating and optimizing Design Systems using Figma, while aligning with business goals and user needs.

110Theory — Lead Product Designer (Miami, FL)

📅 Jan '23 - Jun '24

[Figma](#) [Maze](#) [Jira](#) [Webflow](#)

I lead a creative team that provides UX services to healthcare clients in Florida creating and optimizing their Design Systems using Figma and managing business requirements.

Playful — Lead Product Designer (Remote)

📅 Feb '22 - Jun '23

[Figma](#) [Adobe XD](#) [Maze](#) [Confluence](#)

I was in charge of the creative department at this agency, which provides UX services to various high-profile clients in Mexico and Latam, handling complex requests to solve creative problems.

Dell Technologies — Senior Product Designer (Remote)

📅 Oct '20 - Jan '22

[Adobe XD](#) [Sketch](#) [Abstract](#) [Zeplin](#) [Jira](#)

I was part of the Powerstore team, and our main focus was improving the UX of all onboarding and configuration processes for their enterprise systems.

INDQ Corporation — Lead Product Designer (Remote)

📅 Nov '19 - Oct '20

[Adobe XD](#) [Sketch](#) [Illustrator](#) [Photoshop](#) [Jira](#)

Leader of this creative agency focused on offering disruptive solutions in the design and development of platforms through AI with cognitive processes in projects focused on logistics, tourism and more.

Coppel — Product Designer (Culiacán, MX)

📅 Dec '18 - Nov '19

[Sketch](#) [Zeplin](#) [InVision](#) [Domo](#) [HotJar](#)

I was in charge of two main projects: the first was to improve the user experience of Coppel's distribution center, and the second was to establish the design foundations for their marketplace.

SMX Service & Consulting — Product Designer (Miami, FL)

📅 Jan '18 - Dec '18

[Adobe XD](#) [Material Design](#) [Agile](#) [Design Thinking](#)

Design Consultant in charge of redesigning the mobile and web platform of the Healthcare company MMM Holding to open market in Florida.

Certifications

[Designing an SAP Solution from SAP](#)

[Corporate Strategy from University of London](#)

[AI For Business Specialization from University of Pennsylvania](#)

[Agile with Atlassian Jira from Atlassian](#)

[AI in Healthcare Specialization from Stanford University](#)

[Mobile Marketing, Optimization Tactics, and Analytics from University of California, Davis](#)