Katheline Castin

Atlanta, Georgia | kgcastin@gmail.com | www.kcastin.com

Skills: Figma, Contentstack, Miro, Salesforce Marketing Cloud, JIRA, Confluence, Asana, Microsoft Office, Tailwind, Sitecore, Trello, Adobe Creative Suite, HTML5, CSS

Relevant Experience:

Senior UX/UI Designer - Bose   August 2024 - Present
- Optimize the Bose shopping cart experience by introducing express payment options (Google Express, Apple Pay, PayPal, ID.me), repositioning key elements, and adding persuasive reasons to buy, resulting in a 40% reduction in bounce rate and a higher cart-to-purchase conversion rate.
- Lead UX for the Lisa x Bose campaign, collaborating with cross-functional teams to deliver responsive wireframes and dev-ready designs. Designed homepage, PDP, and navigation flow to support a custom launch and pop-up, optimizing for diverse shopper journeys and integrated promos.
- Collaborate on a tiger team to enhance high-traffic components of the Bose website, using A/B testing to validate mobile-first optimizations that improved overall usability and engagement across key pages.
- Lead accessibility initiatives by conducting mobile-first audits and driving adoption of WCAG AAA standards, ensuring inclusive and compliant digital experiences.

UX/UI Designer - Cox Business   May 2023 - July 2024
- Led UX redesign initiatives for B2B consumers, leveraging user insights to improve digital workflows and optimize key interaction points, driving a 25% increase in engagement and a 30% reduction in task completion time across critical experiences, including customer accounts.
- Spearheaded the overhaul of UI components, migrating from Flex 2 to a modern React-based design system in partnership with developers and fellow designers.
- Bridged cross-functional needs by collaborating with stakeholders from marketing, product, and legal teams, aligning design strategies with overarching business goals.
- Led user research and A/B testing via UserTesting.com and Adobe Target to validate design hypotheses, driving data-backed feature prioritization and aligning product decisions with stakeholder goals.

UX/UI Designer - Frontier Communications   September 2021- May 2023
- Contributed to design system development, differentiating visual language between residential and business user experiences.
- Designed and maintained scalable, flexible UI components, including buttons, forms, navigation, and interactive elements, ensuring alignment with brand and usability standards.
- Conducted periodic audits of digital assets, introducing modern patterns and updating design components to reflect industry best practices and evolving user expectations.

UX Designer - Zara - Contract   December 2019 - August 2021
- Collaborated with UX Researchers and UI Designers to lead the launch of Zara.com's US summer season campaign, ensuring a cohesive and user-centered digital experience.
- Applied user research insights to propose design and performance improvements, delivering a customer-centric interface aligned with brand identity.
- Suggested improvements to design and performance based on information obtained via user research regarding consumer preference, working to design a product to meet consumer needs.

UX Designer - CDC - Contract   January 2019 - December 2019
- Collaborated closely with UX designers to enhance the CDC 2019 website, improving usability, content structure, and user engagement.
- Supported agency performance tracking by utilizing KPI tools to generate actionable insights and data-driven design improvements.
- Continuously researched and integrated emerging design trends and tools to refine processes and elevate design quality across projects

Leadership: Social Impact Chair - Black @ Bose | Atlanta Chair - BoseAbilities | Member - Delta Sigma Theta Sorority, Inc.
Education: Certificate in UX/UI Design - Georgia Institute of Technology | Bachelor of Health Science - Florida Gulf Coast University