Riley Naiara Sainz Castro

Product Designer || UX Engineer

" There are times when you have to rethink whether what you do makes you happy. You can always stop in your tracks and question absolutely everything. If you consider that you are on the right way, take more impulse, and reinforce that energy that you carry with you and smile.

Contact

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EDUCATION

2020 — Posgraduate Degree UX/UI Product Design
IEBS (Apr 2020 - May 2021)

2013 — Instituto Tecnológico de La Paz (Aug 2008 - Sept 2013)
B. Eng. in Computer Systems Engineering

SKILLS

Personal	Technical
Creative Thinking	Figma
Communication	Notion/Craft/Obsidian
Leadership	HTML/CSS/JS
Teamwork	Zeplin
Solution Oriented	Overflow
Problem Solving	Whimsical

WORK EXPERIENCE

2022 — **Salesloft**
Product Designer (Aug 2022 - Present)
Data Visualization, Motion Design, Design Systems, Dashboards.
Projects: **Unified Goal Settings**, **Outcomes Dashboard**, **Coaching**

2019 — **PhotoShelter**
User Experience Engineer & Product Designer (Oct 2019 - Jul 2022)
UX: User Reserarch, User Center Design, User Journey, User Personas, Empathy Maps, Information Architecture.

2019 — **Herbalife Nutrition**
UX Engineer & UI UI Developer (May 2019 - Oct 2019)
Projects with HTML5, JS & CSS3. Mockups with Figma. Prototypes with Marvel & Framer.
Project: **Dashboard for Wellness Profile** (Data Visualization & D3.js)

2019 — **MediaLab.AI**
Product Designer [Freelance] (May 2019 - Feb 2020)
Wireframes & Mockups. UI Design mostly for components.
Project: **MangaMaster**, app for reading Manga & Comics.

2017 — **Grupo Omnilife-Chivas**
FrontEnd Developer & UX Designer (Feb 2017 - May 2019)
Leading FrontEnd Projects in Digital Marketing, Applying UX Process, User Journey, Empathy Map, User Personas.
Project: **Redesign of Distributor Zone Platform.**

2016 — **Academia DesafíoLatam**
FrontEnd Instructor (Apr 2016 - Oct 2017)
Creating new strategies for teaching FrontEnd Technologies & how to build websites with HTML5, CSS3 and JavaScript.

2015 — **Universidad de Artes Digitales**
Teacher (May 2015 - May 2017
Teaching Swift as Mobile Language, programming basics, UX/UI process oriented to Mobile and Software Engineering.

PROJECTS

- Yuru [App to find lost pets.]
  View Project
- Craigslist Redesign
  View Project
- MangaMaster
  View Project
- Avena
  View Project

ACHIEVEMENTS & CERTIFICATIONS

2021 — Scrum Master Professional Certificate
Expires May 2024

2021 — Scrum Product Owner Professional Certificate
Expires Jul 2023

2021 — User Stories Foundations Certificate
Expires Feb 2023

2019 — Master UX at Centraal Academy
May 2019

HOBBIES & INTEREST

Writing   UI Design   Code   Soccer   Teaching