C!NDY CAST!LLO LAKE

UX/UI Designer based in NYC with Fintech experience,
ready to collaborate on solutions to today's problems.

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EXPERIENCE

Graphic Designer II | Jones Lang LaSalle (JLL) | New York, NY — February 2022 – January 2023
- Managed, coordinated, and created assets for a $4M+ project to deliver a teaser digital book, offering memorandum, tour sheet, and easel using Illustrator and InDesign.
- Collaborated with 3+ internal and external teams to update and create print materials, offering memorandums, flyers, logos, data visualization, info-graphics, presentations, graphics/charts, digital and end-bound books.
- Animated vectors for video using After Effects, created email, and LinkedIn graphics using Illustrator, InDesign, and Photoshop.

UX/UI Graphic Designer | Strategic Financial Solutions | New York, NY — December 2019 – September 2021
- Coordinated projects with a team of 6 creatives and an average of 400 jobs per quarter, developing wireframes and prototypes for responsive websites and mobile experiences.
- Generated fully-fledged marketing campaigns including social media, mail, interactive displays, video, email communication, UI design, presentations and branding utilizing Figma, Photoshop, Illustrator, InDesign, After Effects, Word, Powerpoint and Vyond.
- Enhanced click-through rates by 68% and an average conversion rate by 96%, through research and strategic GTM initiatives for sites and ads.

Packaging Designer | M&S Accessory Network | New York, NY — July 2019 – December 2019
- Researched user trends and market insights to create impactful packaging for tech accessory products.
- Collaborated with international factories and buyers to produce user manuals, die-cuts, blisters, and print-ready files for 100+ designs.
- Developed packaging within brand guidelines of popular licensed products including BudLight, Budweiser, and Delia's.

Visual Designer | School of Individualized Study at RIT | Rochester, NY — August 2018 – May 2019
- Designed email, Microsoft presentations, print, and web content utilizing an existing style guide.
- Collaborated with department heads to design the SOIS website.
- Created engaging visuals for events and postcards.

Visual Designer | Webline Designs, Inc. | Long Island City, NY — July 2018 – August 2018
- Asssited in completing web designs for the International Emmys and After School All Stars websites using WordPress.
- Designed graphics to support targeted client campaigns and retouched photos using Photoshop.
- Collaborated with the design team to design and develop new features for clients WordPress site templates.

Skills

Deadline Driven	UX/UI	Collaborative	Diligent
Leadership	Print	Analytical	Action
Process Oriented	Packaging	Visual Design	Adaptable
Attention to Detail	Typography	User Research	Positive
Communication	Branding	Self-Starter	Creative
Responsible	Strategic	Empathy	Humor
User Testing	Translator	Coordinator	Planning

Languages

Fluent in Spanish
Fluent In English

Tool Box

Adobe CC	Vyond
Figma	Microsoft Office

EDUCATION

Rochester Institute of Technology
BFA, Graphic Design, Minor Packaging Science
Cum Laude 3.49 — Rochester, NY

CERTIFICATES

Google Career Certificate
Foundations of Project Management
Coursera — In Process

Google Career Certificate
Foundations of User Experience (UX) Design
Coursera — October 2022