

ARANZAZU DEL CASTILLO

PROFESSOR · UX / UI DESIGNER

PROFILE

UX/UI Designer with a strong background in clinical psychology. I've always been curious about human behavior in interaction with the world. Empathy and analytical thinking drive me to work on projects where I can improve people's lives in some way, whether it is teaching or coaching in a new learning field or designing usable and delightful interactive experiences or products. I love to find patterns and understand why we do what we do, and use this passion as a basis of my work process, as a teacher and a designer.



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EXPERIENCE

UX consultant <ul style="list-style-type: none">• Translating research insights into meaningful solutions• Creating wireframes & prototypes to communicate and test design solutions	Satoshi Transformative Data SL • 2020-currently
UX consultant <ul style="list-style-type: none">• User experience analysis of the existing web app and improvements suggestions• Design of a mobile app, with a parallel functioning to the web app	Wezaam Advanced Technologies • 2020-2020
Associate Professor <ul style="list-style-type: none">• Teaching UX in "Video Game Design & Development" & "Design, Animation & Digital Art"• Developing syllabus and content for the classes & conducting exam reviews	Centre de la Imatge i la Tecnologia Multimedia • 2017-currently
Associate Professor <ul style="list-style-type: none">• Teaching UX, supporting the preparation of the classes and preparing learning materials• Coaching the students on their learning process	Ironhack • 2020-2020
Associate Professor <ul style="list-style-type: none">• Teaching UX in the degree of "Digital Marketing and Communication"• Developing syllabus and content for the classes & conducting exam reviews	Euncet • 2020-2020

EDUCATION

- 2019 **UX / UI Design Full Time Bootcamp.** Ironhack.
- 2016 **MSc in Clinical Psychology.** University of Barcelona.
- 2014 **MSc in Research Methodologies** University of Granada.
- 2012 **Bachelors Degree in Psychology.** University of La Laguna.

SKILLS

Problem Solving Skills
Organization
Communication
Team work
User Research
Information Architecture
Interaction Design
Wireframing / Prototyping
UX Writing

LANGUAGES

Spanish · English · Catalan

COURSES

Interaction Design Foundation (IDF):
UI Design Patterns for successful software
Mobile Design User Experience
Accessibility: How to Design for All.
Interaction Design for Usability.
Gamification: Creating Addictive User Experiences.
Practical Guide to Usability.
Emotional design: how to make products people will love
Information visualization: getting dashboards right.
Psychology of Interaction Design.