

Ricky Castillo

UX & Systems Designer

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UX and systems designer with 10+ years designing tools and experiences for complex, high-stakes environments. Background spans information architecture, interaction design, design systems, and cross-functional stakeholder collaboration. Consistent track record of identifying real user needs through direct observation and feedback, then translating those insights into structured, adoptable experiences. Comfortable owning design end-to-end in small teams where decisions have direct product impact.

EXPERIENCE

Senior UX & Systems Designer | Wayfair

Jun 2023 – Sep 2024 | Boston, MA

- Built a multi-surface mapping system from scratch for Wayfair's 150,000 sq. ft. flagship retail launch in Chicago, covering 28 maps, 26 departments, and 1,200+ individual product placements across print, web, and Zebra handheld devices.
- Spent time on the floor observing staff before designing anything, discovering that every existing map faced a different direction, a spatial orientation problem causing real friction during high-pressure execution. Locking every map to the main entrance perspective eliminated that friction entirely.
- Built the system in Adobe InDesign with department color mapping, standardized labeling, and locator keys, then migrated to Google Slides when leadership required broad accessibility, preserving the design system under launch pressure.
- Prototyped a mobile app concept at my manager's request as a leadership pitch, collapsing a two-document workflow into a single interface with live inventory integration and color-coded status badges.
- Presented design rationale and iterated based on structured feedback from operations, merchandising, and technology stakeholders throughout the project.

Senior Systems Designer | Constant Contact

May 2015 – Jan 2023 | Waltham, MA

- Identified that a 100+ page sales resource had been abandoned by the team it was built for, and self-directed a full redesign into the Sales Success Map: a structured two-tier web platform serving 500+ distributed users globally, formally recognized by the Chief Sales Officer.
- Spent time observing the sales floor directly and gathered ongoing feedback through conversations with reps and channel enablement teammates, using those insights to shape the IA and iterate the platform after launch.
- Designed the branching information architecture around how reps actually worked during live calls rather than how the content was organized internally, reducing time-to-find and improving consistency across the global team.
- Built and maintained design systems across multiple internal products, establishing shared components, tokens, and documentation that enabled consistent delivery at scale.
- Collaborated with stakeholders across sales, marketing, and leadership to align on direction, communicate design decisions, and implement improvements within real organizational constraints.

Independent UX Designer | Self-Directed

Oct 2024 – Present | Vancouver, BC

- Designing mobile-first products and interactive Figma prototypes for clients focused on usability and clean engineering handoff.
 - Using Claude, Figma Make, and Figma AI daily to accelerate prototyping, iterate quickly, and explore AI-assisted design workflows.
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SKILLS & TOOLING

UX Design

End-to-End Ownership, Information Architecture, Interaction Design, Visual Design, Responsive Web

Research	On-Site Observation, User Feedback Synthesis, Iterative Design, Usability-Informed Iteration
Design Systems	Component Libraries, Design Tokens, Style Guides, Governance, Engineering Handoff
Figma	Wireframes through Hi-Fi, Prototyping, Auto Layout, Components, Variants, Variables
Collaboration	Cross-Functional Stakeholder Alignment, Design Reviews, Presentation, Agile Delivery
AI Tools	Claude, Figma Make, Figma AI — daily use for prototyping, iteration, and documentation
Technical	Adobe InDesign, Illustrator, Photoshop, HTML & CSS (working knowledge), WCAG 2

EDUCATION

BFA, Digital Arts and Animation

Northeastern University | Boston, MA

Foundation in visual design, typography, color theory, graphic design, web design, and digital media production. Coursework also included photography, videography, and foundational coding.

Portfolio: rickycastillo.ca | Full Canadian Work Authorization | Available Immediately