Helena Castro

Senior Product Designer
London, UK

CONTACT

www.helenacastro.design

linkedin.com/in/milenacastro

SKILLS

UI/UX Design   Product Design

Mobile/App Design   User Research

Usability tests   Userzoom

Usertesting.com   Card sorting

A/B testing   Tree testing

5 sec testing

Competitive Benchmarking

Affinity diagrams

Customer Journey Maps

Rapid prototyping   Hifi prototyping

Test analysis   SUS   Axure   Figma

SketchApp   InvisionApp   Zeplin

Miro   Adobe CC   Responsiveness

HTML & CSS   Content Square

Hotjar   Iterating   Optimizely

Convert   Atomic Design

Design Systems   E-commerce

E-marketing   SEO   CMS

Agile Environment

ABOUT ME

I am a Senior Product Designer with a broad background in **B2C** (Gambling, gaming, health, e-commerce, marketplace, lead generation) and **B2B** (customised portals, POS Software Design).

Proficient in **quantitative** and **qualitative** research, **prototyping**, and **iterative** design processes, I specialise in understanding user **behaviours** and creatively solving usability challenges.

With experience in diverse team sizes, I collaborate with Product teams (BAs, Data Analysts, User Researchers, Product Owners, Project Managers, Front-end, and Back-end developers) typically using Agile methodologies. I have experience working with remote teams and on international sites requiring localisation.

Detail-oriented and ambitious, I stay updated on industry trends and have a passion for creating efficient design systems rooted in my understanding of **CSS** and **HTML**.

EXPERIENCE

Jan 2023 - Present

Freelance Product Designer

• Crafting immersive online experiences for Azorean holiday havens, including Grupo Resort Vulcânico, Quinta da Gingeira, and Aldeia dos Caldeirões.

Oct 2019 - Nov 2022

William Hill Sportsbook, UK

Senior UX Designer

• Conducted a comprehensive analysis and research to establish standardised templates for Live events across all sports on the website.
• Explored "Opta Stats" API integration possibilities for an improved informed experience.
• Developed and implemented a robust method for analysing and testing the visual efficiency of the design system.
• Designed "Basecamp," a dedicated page for all different types of promotions and offers seamlessly integrated with casino and sports pages.
• Redesigned the "Scratch of the Day" game, collecting and applying data-driven solutions through rigorous testing.

Feb 2019 - Oct 2019

Oddschecker Global Media

Senior Product Designer

• Introduced a redesigned grid system and template for results, listings, and details across various sports and international sites.
• Revamped the betslip journey for an enhanced user experience.z

Nov 2017 - Feb 2019

Oddschecker

Product Designer

• Development of an atomic design system and design system, covering atoms to components, ensuring responsiveness and scalability.
• Conducted in-depth usability research to pinpoint issues affecting conversion rates and achieve specific project goals.
• Successfully executed an international website overhaul (US, AU, DE, ES, IT), incorporating new branding and data-driven insights from research.

Jul 2013 - Dec 2016

PayasUgym (Hussle)

Product Designer / Lead Product Designer

• Transformed the partner portal through a strategic redesign initiative.
• Designed a user-friendly class search system with seamless CMS calendar integration for affiliated gyms.
• Implemented a streamlined flow for "Plus" users, enhancing user engagement.
• Designed and integrated award-winning upsell banners into checkout, boosting visibility and sales.
• Led the research, design, and prototyping of a simplified checkout, aligning with industry best practices.
• Developed the research and design of the mobile application from inception.

Apr 2013 - Jul 2013

Geonomics

UI/UX Designer

• Contributed to streamline the authentication/registration process of the website

Apr 2012 - Apr 2013

Belmont Thornton

• Proficient in designing responsively and adaptively, with a mobile-first approach.
• Worked closely with the Marketing and Developing team to design different websites for the Belmont Thornton Group

Nov 2010 - Feb 2012

Janela Digital (Casa Sapo), Portugal

Web Designer

• Contributed to the largest real estate marketplace in Portugal, designing websites with API integrations to the portal.

Apr 2007 - Nov 2010

Aquilonis

Web Designer

• Successfully redesigned 2 POS systems, incorporating guerrilla testing across diverse commercial establishments.
• Acquired diverse experience in E-commerce and retail and expertise in complex data sectors.

EDUCATION

2019

UX Design Institute & Glasgow Caledonian University

In-depth course covering topics such as UX principles, user research, analysis frameworks, interaction design, prototyping and wireframing.

2003 - 2007

Escola Superior de Artes e Design, Portugal

Bachelors + Masters of Design & Multimedia Technologies

2000 - 2003

University of Lisbon

Three years frequency, Law School.