

SANTIAGO CASTILLO

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SUMMARY

A design thinking strategist with experience in, and a passion for, leveraging user-centered design and systems thinking to help organizations and constituents in the process of design-driven innovation, thinking, and value creation.

EXPERIENCE

2017 - Present: SCHEMA Strategy ▪ Founder/Strategy Manager ▪ Brooklyn, NY

- SCHEMA Strategy is a design and business strategy consultancy that enables clients to discover their unique value proposition to become innovative in their market through design-driven methodologies.

2015 - 2017: DoSomething.org ▪ Strategist - TMI Strategy ▪ New York, NY

- Developed human-centered design frameworks to define clients' audiences, uncover insights, and drive strategic development through the use of personas, user journey maps and empathy maps, among others, leading to increased engagement with the clients' audience.
- Facilitated and participated in collaborative ideation sessions, ideas from which eventually became successful client-facing activations.
- Crafted messaging for multiple channels including text messaging, email communications, social media, and online copy that increased audience engagement with clients' desired millennial and gen-Z audiences.
- Creative direction of digital and physical design assets to ensure quality and relevance.

2012 - 2015: FTA Consulting ▪ Design & Innovation Strategist ▪ Fort Lauderdale, FL

- Created company branding assets, including print and digital that better communicated the firm's vision and purpose.
- Created visual assets for the firm's multiple thought leadership materials, facilitating the communication of complex ideas through easily-digestible visual language.
- Collaborated with the C-Suite to help ideate innovation strategies for visual communications, brand, and strategies that increased the firm's overall brand equity.

Summer 2014: Rokk3r Labs ▪ User Experience Design Graduate Intern ▪ Miami, FL

- Defined a branding strategy for a Miami-based startup, including value proposition, brand attributes, and design assets for brand identity, to the satisfaction of the founders as well as investors.
- Worked alongside data scientists, software developers, and marketing experts to design a mobile and desktop application that aggregated multiple data points into an accessible, legible format.
- Prototyped and tested the application wireframes in low, medium, and high-resolution formats with users, using empathy maps and forming user journey maps to understand the users' needs and improve the product based upon these.

Spring 2013: Allure Energy & SCAD ▪ Research Project Manager ▪ Lacoste, France

- Conducted contextual research in three European countries, focused on the way of life in relation to mobile technology, daily commutes, and the Internet of Things.
- Managed entire workflow of project, planning and delegating tasks to students.
- Led the insights generation sessions that resulted in actionable items for the company to implement into its product planning.
- Outlined and contributed to the design of final presentations, and reported study findings in person to the company's CEO.

EDUCATION

2015: Savannah College of Art and Design ▪ Savannah, GA:
MFA, Design Management

2010: Toronto School of Art ▪ Toronto, ON, Canada:
Certificate, Digital Art

2009: Florida International University ▪ Miami, FL:
BFA, Art / BA, Art History

AWARDS & PUBLICATIONS

2016: Google Primer App

Author: "Make It Personal: Using Personas In Your Marketing."

2014: A' Design Award

Gold Winner (Home Appliances), for Coanda: A Smart, Bladeless Ceiling Fan. Collaboration with industrial designer Constantino Papatsoris.

SKILLS

Tacit:

- Design Thinking
- Diffusion of Innovations
- Scenario Planning
- Team Leadership

Explicit:

- Brand Strategy
- Content Strategy
- Project Management
- Idea Visualization

Technical:

- Adobe Creative Suite
- UX Design
- HTML & CSS
- Copywriting & Editing

Languages:

- English: Native Proficiency
- Spanish: Native proficiency
- French: Conversational
- Italian: Conversational