


Christopher Castro

Greater Boston

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Summary

UX Designer

Enabling people to get what they need in as few clicks as possible

Experience

Google UX Design Professional Certificate

Coursera

Oct 2021 - Present (8 months +)

Follow the design process: empathize with users, define pain points, ideate solutions, create wireframes and prototypes, test and iterate on designs.

Member Services Specialist

Blue Cross Blue Shield of Massachusetts

Oct 2020 - Present (1 year 8 months +)

Won ROY award 2021

Statistical performance exceeded expectations by 40%

Provided comprehensive descriptions of members health insurance plans

Board Member

Weymouth Educational Telecommunications Corporation

Apr 2016 - Present (6 years 2 months +)

The Weymouth Educational Telecommunications Corporation, Inc. (WETC) was established to provide Weymouth cable subscribers with a locally based educational cable channel.

Customer Retention CE2

Comcast

Sep 2019 - Oct 2020 (1 year 2 months)

2020 Vision Award Winner: 30-day RGU retained

Respond resourcefully to customer requests and concerns

Take inbound calls and provide customer solutions

Understand and utilize basic selling skills to properly engage and present solutions to our customers

Customer Solutions Specialist

Comcast

Sep 2019 - Oct 2020 (1 year 2 months)



Social Media Consultant

Robert Hedlund for Mayor

Jun 2015 - Oct 2020 (5 years 5 months)

Robert Hedlund for Weymouth Mayor Member, Digital Steering Committee.

Provide social media consultation to State Senator Robert Hedlund's mayoral campaign which led to a 70% win of the vote.



Lead Designer

Design Presence

Jan 2011 - Sep 2019 (8 years 9 months)

Brand development, web site traffic growth, web site UI and advertising revenue. Developed brand strategy and statistics systems.



Network Administrator

St. Ours & Co.

Nov 1989 - Oct 2018 (29 years)

Brand development, web site traffic growth, web site UI and advertising revenue. Developed brand strategy and statistics systems.



Photography

Printroom

2013 - 2013 (1 year)



Photographer

Fanfoto

2013 - 2013 (1 year)



Media

James Phoenix

2012 - 2013 (2 years)



Payroll Processor

Talbots

Jan 1997 - May 1999 (2 years 5 months)

Processes payroll for Talbot's retail stores.

Education



Coursera

Certificate , UX Design

Oct 2021 - Nov 2021

Follow the design process: empathize with users, define pain points, ideate solutions, create wireframes and prototypes, test and iterate on designs. Also, understand the basics of UX research, like planning research studies, conducting interviews and usability studies, and synthesizing research results.



University of Phoenix

Master of Business Administration (M.B.A.), Business Administration and Management, General
2013 - 2015



University of Phoenix

Web Development, Web Development
2010 - 2013



Quincy College

Associate of Arts (AA), Liberal Arts and Sciences/Liberal Studies
1994 - 2001



Weymouth High

1989 - 1992

Licenses & Certifications



Foundations of User Experience (UX) Design - Coursera

C3EDTSZNA25M



Start the UX Design Process: Empathize, Define, and Ideate - Coursera

6983E6NCQG4N



Build Wireframes and Low-Fidelity Prototypes - Coursera

MHF7UN53HWRV



Conduct UX Research and Test Early Concepts - Coursera

DQD5FHYSFGN5



Create High-Fidelity Designs and Prototypes in Figma - Coursera

4SF5HYGS97L8

Skills

Usability Testing • Information Architecture • Prototyping • Salesforce Lightning • Salesforce • User Experience (UX) • Wireframing • User Interface Design • Figma (Software) • Adobe XD

Honors & Awards



Outstanding Creativity - Zazzle.com

Jul 2012

Zazzle selected a photo of mine out of billions of products to display on their site citing outstanding creativity. You can find the image here: <https://www.christophercastro.mba/my-work.html>.



Most Creative Logo - New England Patriots

Mar 2012

Winner of New England Patriot's St. Patrick's Day photo contest. The logo is found at this link: <https://www.christophercastro.mba/my-work.html>.



2020 Vision Winner - Comcast

May 2020

Our very own Christopher Castro worked hard for five months to stabilize customer relationships, maximize long-term retention results and reach a clear-cut goal.