ILSE CASTELLANOS PULIDO

Product Designer
Bothell, WA | 425-295-4778 | ilse.cast.p@gmail.com | ilsecastellanos.work | linkedin.com/in/ilse-cast

SUMMARY

Product designer with an MS in Human-Computer Interaction (HCI) and a background in Industrial Engineering. Designs end to end, from research and information architecture to design systems, and builds working prototypes with AI-assisted development. Bilingual in English and Spanish.

EXPERIENCE

Product Designer (Contract) | The SPARK Center @ DePaul University | Remote | Jun 2026 – Oct 2026

- Led Mycelia, a map-first web app for rural growers, end to end, from a proposal that set the tech approach.
- Wrote the test plan and tasks, then ran two rounds of usability testing with 5 participants each, revising the design between rounds based on the findings.
- Built the Roots design system to WCAG AA (contrast, touch targets, type, focus states) and handed it off to the developer.
- Built a working app with AI-assisted development (Next.js, Supabase, Vercel, GitHub); hand-edited HTML and CSS.

User Experience Design Intern | The SPARK Center @ DePaul University | Remote | Jan 2026 – Jun 2026

- Led end-to-end design of the Chicago Foodshed Mapping Project (CFMAP), a platform mapping Chicago growers.
- Ran interviews and workshops with Chicago Food Policy Action Council (CFPAC) partners to define requirements.
- Audited data sources, ran card sorting to define the site map and IA, and built a design system for handoff.

User Experience Design Intern | Push Studio | Remote | Sep 2025 – Nov 2025

- Designed wireframes, user flows, high-fidelity Figma prototypes, and a design system for ARC, an augmented reality (AR) campus tour app; began on ARC as a UI/UX designer and researcher in its DePaul IMPACT grant phase (Jun 2025 – Aug 2025).
- Explored a Unity–Figma workflow that replaced days of back-and-forth with one-click, real-time previews.
- Co-designed the usability testing protocol and analyzed in-person tests with 4 participants (3 students and 1 visitor), which showed that the shuttle and building markers were the most engaging features.

Project Manager (Internship) | Archer Career | Remote | Jun 2025 – Sep 2025

- Mapped the end-to-end student experience for DePaul's Driehaus Rising Sophomore Success Program, and turned the findings into personas, journey maps, and workflow diagrams for administrators and program directors.
- Identified friction in the program roadmap, presented it to the program team, and restructured the roadmap from 14 to 9 lessons with a new order and due dates. In the next cohort, full completion rose from 1 of 7 students to 3 of 3.
- Designed a four-step reminder sequence that raised event attendance in a 10-student cohort from 40% to 60%.

PROJECTS

Taste of Home — UI/UX Designer & Researcher | Capstone Project, DePaul University | Mar 2026 – Jun 2026

- Designed a mobile-first iOS app (phone and tablet) for preserving family recipes, following Apple's HIG.
- Synthesized 6 interviews across three generations (2 in Spanish) into personas, journey maps, user flows, and IA.
- On a 4-person team, ran two rounds of usability testing with 8 participants each; I moderated 4 of the sessions. After the redesign, errors fell 40%, help requests fell 76%, and all 6 tasks met the 80% success benchmark, up from 4 of 6.

DePaul ConnectBot — Product Designer & Researcher | DePaul Jarvis Challenge (academic) | May 2026

- Sole UX designer and researcher on a 2-person team building an AI student navigation assistant for the 2026 Jarvis Challenge Showcase. Ran 8 semi-structured interviews and turned the insights into personas, wireframes, and branding.
- Wrote the chatbot's conversational language and response structure and refined both after usability testing with 8 participants. The MVP draws on 4,000+ DePaul-specific resources.

EDUCATION

MS, Human-Computer Interaction | DePaul University, Chicago, IL | 4.0 GPA | Jun 2026
BS, Industrial Engineering and Systems | Tecnológico de Monterrey, Puebla, Mexico | 3.5 GPA | May 2018

SKILLS

Design: UI/UX and Interaction Design, UX Writing, Wireframing, Prototyping, Design Systems, Information Architecture (IA), Accessibility (WCAG AA)
Research: User Interviews, Usability Testing, Card Sorting, Competitive Analysis, Personas, Journey Mapping, Affinity Mapping
Tools: Figma, Miro, Adobe Creative Suite, Unity, Excel, Power BI
Development: AI-assisted prototyping (Next.js, Supabase, Vercel, GitHub); HTML, CSS
Languages: English, Spanish (bilingual)

CERTIFICATIONS

Professional Scrum Master I (PSM I), Scrum.org, 2019 | CITI Program (DePaul University): Responsible Conduct of Research; Faculty/Staff/Outside Collaborators Basic Course, 2024