

## EDUCATION

04/2025

**UX Design Certificate I**  
(Google, click [here](#))

09/2023

**King's College London I**  
Master of Arts: Digital  
Humanities, Pass with  
Honors

05/2019

**University of Colorado I**  
BA: Media Production, Minor  
in Business and Theatre

## SKILLS

- Data Visualization
- User Interviews
- Mixed Methods Research
- Python
- Usability Testing
- Data Analysis
- Figma

## CERTIFICATIONS

- UX Design Certificate  
(Google) with hands on  
projects
- Meta Certified Media Buyer
- Digital Marketing Bootcamp  
(UC Berkeley)

## EXPERIENCE CONTINUED

- UX Researcher (4 mos)  
[Relayto](#) (AI start-up)
- Usability Tester (4 mos)  
Gabbian (Software startup)
- Marketing Assistant (1 yr)  
[Sotheby's Realty](#)

# ISABEL CASTELLANOS

## UX Specialist I Human-Centered Researcher



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San Francisco, California

## PROFESSIONAL SUMMARY I [VIEW MY PORTFOLIO](#)

As a UX Researcher, I use my interdisciplinary background to create user-first experiences that solve real problems. I specialize in usability testing, data synthesis, and prototyping to create intuitive and scalable products.

## EXPERIENCE

Apr 2025 - Present

**UX Research & Data Associate I San Francisco, Contract**

Clients: [Apple, Inc](#) (Global tech company)

& [Exponent](#) (Tech consulting firm powered by innovation)

- Conducted 20+ usability tests of hardware products
- Collected 1,000+ high-quality data points to support research analysis
- Synthesized 50+ data points to identify key patterns and drive product improvements

Jan 2023 - May 2024

**Marketing Coordinator I HQ in London, Contract**

[Lomar Shipping](#) (Global cargo shipping & fleet management)

- Produced monthly social media campaigns (including visual assets) for partnerships launches and company updates
- Increased brand awareness and engagement by 5 - 15% month over month
- Oversaw communication channels including 4 weekly social media posts, biweekly newsletters, monthly reports, and monthly press releases

Sep 2020 - April 2022

**Marketing & Design Associate I San Francisco, Full-time**

[Sum Digital](#) (Data & growth driven, digital marketing agency)

- Managed accounts for 3 different clients
- Oversaw content strategy, budgeting, & weekly reporting
- Created lucrative marketing assets for 10+ clients utilizing Adobe Creative Suite (Premiere, After Effects, and Photoshop)