

Limuel Castro

Senior UI/UX and Brand Designer

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EXPERIENCE

- UI/UX Designer and Web Administrator** Real estate company, Canada
Full-time **March 2025 – Present**
Design the company's internal and external apps, from early concepts and user flows to high-fidelity UI.
Maintain the company's design system, keeping components and styles consistent across products.
Administer the company website and coordinate with the marketing team on new pages, campaigns and updates.
Build custom HubSpot modules and templates for the website and marketing.
- Website Designer** Morweb.org, Canada
Full-time **July 2023 – March 2025**
Designed and migrated content for 50+ client websites, ensuring brand consistency and an optimized user experience.
Conducted quality assurance testing for web pages, achieving a 98% accuracy rate in detecting and resolving migration errors.
Improved website load times by an average of 20%, enhancing overall site performance and user engagement.
- Senior Website Designer** Web Shop Manager
Full-time, remote **Aug 2022 – May 2023**
Designed and deployed 15+ ecommerce websites for automotive clients using Web Shop Manager's proprietary CMS, achieving an average 15% improvement in online sales.
Delivered client training sessions on CMS functionalities, achieving a 95% satisfaction rate for ease of use and management.
Partnered with cross-functional teams to optimize SEO and site load speed, reducing load times by 40% and improving search rankings.
- Senior Website Designer** Palettide
Freelance **Aug 2022 – May 2023**
Designed and developed 15+ client websites using Webflow, creating responsive and visually engaging designs tailored to client branding.
Conducted website performance optimization, improving load times by 30%, leading to better SEO rankings.
- Front End Developer** SearchWorks.PH, Philippines
Full-time **Feb 2021 – Aug 2022**
Led the front-end development of the rebranded website for Maya, one of the Philippines' largest digital payment companies, contributing to a 25% boost in site traffic within three months of launch.
Integrated dynamic content and third-party tools using HubSpot CMS, streamlining marketing operations and enhancing the user experience.
Collaborated with the design team to develop custom WordPress themes, reducing project delivery time by 20% while maintaining high-quality standards.
- Senior UI/UX Designer** APPIgators LLC
Part-time, remote **Nov 2020 – Present**
Spearheaded the redesign of a web app for an ecommerce client, simplifying user flows and reducing bounce rates by 10% in the first month post-launch.
Delivered branding and graphic design assets such as marketing visuals, logos and promotional materials, contributing to a 20% increase in social media engagement.

EDUCATION

Don Honorio Ventura State University, Bachelor's Degree in Electronics Engineering **2014 – 2019**

SKILLS

Design	UI/UX design, journey mapping, information architecture, wireframing, prototyping, usability testing, accessibility
Development	WordPress, Webflow, Framer, Squarespace, Shopify, HubSpot, HTML, CSS, JavaScript
Tools	Figma, Adobe CC (XD, Photoshop, Illustrator, InDesign, After Effects, Animate), VS Code

CERTIFICATIONS

Google, Foundations of User Experience (UX) Design 2024
Webflow 101 Certification 2024

Shopify Theme Development 2022
The Web Developer Bootcamp 2024 2022