

DIEGO CRUZ CASTILLO

UX/UI DESIGNER PROTOTYPER

www.diegocruz.io

6+ years of experience in app and web design. Living in the intersection between Engineering and Design. Strong emphasis in interaction and motion design.

EDUCATION

INTERACTIVE TELECOMMUNICATIONS PROGRAM

MPS at Tisch School of Arts
NYU | New York, NY | 2018

COMPUTER SCIENCE

Bachelor in Science
PUCP | Lima, Peru | 2010

SKILLS

Design

Wireframes, UI Design
Interaction and Motion Design
Interactive Prototyping

Tools

Sketch, Photoshop
InVision, Origami, Xcode
HTML, SwiftUI

RELEVANT EXPERIENCE

UI PROTOTYPER

Apple | Cupertino, CA

April 2022 - Current

- Designing AI/ML features on Schoolwork for teachers and students.
- Created interactive prototype for auto detecting questions and answers in a scanned assessment.
- Redesigned analytics feature for test results, helping teachers create charts using voice prompts.

UX ENGINEER

Apple | Cupertino, CA

August 2018 - March 2022

- Defined and implemented Accessibility navigation for our productivity apps.
- Redefined way VoiceOver users can add and place objects in Keynote, unlocking features previously out of reach for low-vision users.

PRODUCT DESIGNER

Paper Rocket | Lima, Peru

Mar 2013 - Jul 2018

- Redesigned PUCP university's mobile web app for its students, focused on class scheduling and onsite services.
- Designed interactive kiosk iPad app for Lima's Auto Show.

PROTOTYPER

Stop, Breathe & Think | Los Angeles, CA

Dec 2016 - Jul 2018

Created MVP for the company's meditation app for Kids, featured in 'Planet of the Apps' Season 1 and recognized as App Store Best of Year 2017 in several countries.

INTERACTION DESIGNER

Arrivedo | Sunnyvale, CA

Dec 2015 - Nov 2016

Brought static wireframes to life, designing custom transitions, animations and controls, for the company's travel blogging apps.