

I believe that curiosity, empathy and persistence are key to becoming a better person, a better designer, and to make our world a better place...



Brenda Castro Pelayo  
IxD / UI / UX  
designer

Get in touch!

twitter: @brebren

LinkedIn: /brendacastropelayo

<http://www.pinkhoof.com/BrendaCastroPelayo.html>

Based in Sydney, Australia. Available for inspiring remote work

## My career life...

### HELLO SUNDAY MORNING since Apr 2016

**Design Lead** Helping people change their relationship with alcohol



#### TASKS

Responsible for UI, IxD, and UX for alcohol behaviour change product. Led the design work from feature concepting and user research all the way to implementation. Led ideation / design and implemented an MVP of a chat-bot for family and friends to support a loved one towards change. Supported the team for design

#### MAIN PROJECT

**Daybreak program:** A (mobile-first) app that helps people change their relationship with alcohol through evidence-based methods.

#### THE FINAL PRODUCT:

<https://www.hellosundaymorning.org/daybreak/>

### PINKHOOF since Feb 2016

**Principal Designer** Creating pinkhoof.com



#### TASKS

Exploring possibilities to promote environmental/social awareness through digital media. Ideation, research, web design, app design, iterative design.

#### MAIN PROJECT

**Eatups:** A web service to share and donate food. A mobile app to promote mindful eating.

#### THE PROJECT (WIP)

<http://www.eatups.org/>

<https://www.facebook.com/Eatups.org>

### ATLASSIAN Nov2014 to Feb2016

**UX, UI, IxD** Improved experience for software teams



#### TASKS

Designing new experiences for Software Teams using JIRA and Confluence

- Journey mapping
- Customer research
- Designing features and UI proposals
- Creating interactions for integrations with the two main products

Worked as the principal UI designer for Software Teams. Planned with P.M. and Dev Lead and implemented working closely with developers and Q.A. Collaborated with the larger Design Team to create a consistent experience through the product.

#### MAIN PROJECT

**Confluence for Software Teams:** A team committed to deliver new and improved solutions for Software Teams to use Confluence (Atlassian's collaboration tool).

#### ABOUT THE PROJECT

<https://youtu.be/4WMXmJEXS6k?t=11m4s> (Preview of our team's work)

### SUUNTO Sep2011 to Oct2014

**UX, UI, IxD** Designed the first fully customizable dive computer



#### TASKS

Design interaction and graphics for diving wrist units:

- From ideation: Concept Design, design proposals, user experience
- Problem solving for complex activities in small screens
- Interaction and visual design for all use cases & test planning
- Support brand design

Worked closely with Industrial Designers, Engineers, Product Manager, Project Manager, testing team, expert divers, among others. Planned and executed user tests, led the re-design of the web application Dive Manager (DM) to be adapted to the new computer.

#### MAIN PROJECT

**SUUNTO EON STEEL:** Lead the UX, UI and Ix design for developing the first SUUNTO colour, large screen, and fully customizable dive computer; from concept to launch.

#### ABOUT THE PROJECT

<http://www.suunto.com/en-AU/Dive-Collections/suunto-eon-steel/>

### NOKIA May2007 to Aug 2011

**UI, IxD** Designed future use cases as part of Nokia Research Centre



#### TASKS

Designing mobile and web based services from concept phase to implementation, mainly by:

- Concept Design
- Analysing scenarios and visualising use cases
- Low-fi prototyping
- User testing
- Interaction and UI design for the approved concepts, mobile and web

Worked in an agile team committed to explore the possibilities of (mostly but not limited to) social networking, navigation, and media sharing specifically with mobile technology.

#### MAIN PROJECTS

**Nokia FriendView:** Lead designer for the project from concept to launch. Also plan and conduct user research, design the interaction flow and the UI. Worked closely with Engineers and Product Managers.

#### ABOUT THE PROJECT

[http://www.allaboutsymbian.com/news/item/8421\\_Nokia\\_Friends\\_View\\_via\\_Beta\\_La.php](http://www.allaboutsymbian.com/news/item/8421_Nokia_Friends_View_via_Beta_La.php)

**Nokia CityScene:** Lead designer for the first year of the project. Co-plan and facilitate brainstorming and concept definition sessions. Worked closely with User Researchers, Engineers, Navigation and map specialists, between other roles locally and remotely.

#### ABOUT THE PROJECT

<http://www.coroflot.com/brebren/Nokia-CityScene>

### MA IN NEW MEDIA Sep2005 to May2007

**EDUCATION: MA Design Studies** at University of Art and Design (Aalto Media Lab) Helsinki, Finland. Focus area: Interaction Design



Thesis project: <http://mlab.uiah.fi/~bcastro/cas/concept.htm>

About the program: <https://medialab.aalto.fi/>

### CATED-UNAM Feb2004 to Sep 2005

**UI & Graphic Designer** at Centre of Advanced Tecnology for Distance Learning (CATED - UNAM). Tlaxcala, México



#### TASKS

Designing web-based learning environments for about 10 different institutions in Latin America, daily work consisted in:

- Creating web user interface proposals
- Prototyping proposals mainly with HTML, CSS, and Flash (yes, good old Flash times)
- Collaborating very closely with our on site team of instructional designers, programmers, and team leaders, as well as with our distance team of experts in the content area or course owners.
- Support and update content from a design perspective
- Evaluating our courses (holistically) and implementing the required usability/design changes
- Graphic design for the institution's advertisement, e.g.. Posters, flyers, websites, etc.

#### ABOUT

<http://www.coroflot.com/brebren/Educational-design>

### Universidad del Altiplano 2002 to 2005

**Professor of Design** Part time teaching at Universidad del Altiplano, Tlaxcala, Mexico.



#### TASKS

Teaching the courses of Photography for Advertisement and of Basics of Graphic Design for the BA program on Graphic Design

### CNDH 2002 to 2004

**Internship** with Atención a Víctimas del Delito (Victims Attention Centre) program at CNDH (National Human Rights Commission). México.



#### TASKS

To develop concept and create material for media-based learning, in order to explain what the program is about and promote it, encourage victims to place charges, take legal and psychological help, etc.

### BA IN GRAPHIC DESIGN 1998 to 2002

**EDUCATION: BA Graphic Communication Design** at Universidad Autónoma Metropolitana Xoc. Mexico.



Focus area: Digital media

and if you made it all the way here, why not telling you a little bit more...

### SINCE LIFE BEGAN 1979

I grew up in the busy Mexico City. I feel myself lucky of having been able to follow the rapid advance of technology through my childhood and teenage times. Having experienced calling home from public phone booths, listening to Pink Floyd on a walkman, writing my homework with a typewriter! All those technologies and behaviours have inspired me to want to create meaningful experiences, making use of the amazing possibilities of technology and design to empower lives.

