

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



bRENda caSTro pElayo

ix / UI / UX designer

Based in Sydney, Australia

Available for inspiring remote work to any corner of the world

get in touch!

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

My career life...

Au HELLO SUNDAY MORNING 2016 April...

Design Lead Helping people change their relationship with alcohol



TASKS

Responsible for UI, IxD, and UX, mainly for our mobile product team.

MAIN PROJECT

Daybreak app: A mobile app that helps people change their relationship with alcohol through behaviour change strategies.

ABOUT THE PROJECT

<http://www.daybreakapp.io/>

<https://www.hellosundaymorning.org>

Au PINKHOOF 2016 Feb...

CO-Founder and Designer Digital Studio



TASKS

Exploring possibilities to promote environmental/social awareness through digital media

MAIN PROJECT

Eatup: A web service to share and donate food with the purpose of creating awareness towards the impact of food waste. Plus an android app that allows you to log your meals and get points by eating healthier and ethically.

ABOUT THE PROJECT

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

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

Vn ATLISSIAN 2014 Nov 2016 Feb

UX, UI, IxD Improving 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 in a team committed to deliver new and improved solutions for Software Teams to use Confluence (Atlassian's collaboration tool).

MAIN PROJECT

Confluence for Software Teams: Main UI designer. Worked close to developers, P.M., etc. and together with other designers, design leads and design managers to create a consistent experience through the product.

ABOUT THE PROJECT

<https://youtu.be/4WMXmJEXS6k?t=11m4s> (Preview of Confluence for Software Teams)

Fi SUUNTO 2011 Sep 2014 Oct

UX, UI, IxD Designing the first fully customizable dive computer



TASKS

Designing interaction and graphics for diving wrist units:

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

Worked in a large agile team, together with industrial designers, hardware and software engineers, developing the first SUUNTO colour and large screen dive computer.

MAIN PROJECT

SUUNTO EON STEEL: Lead UX, UI and Ix designer for the project from concept to launch. Plan user tests, lead the re-design of the web application (DM) to be adapted to the new computer. Worked close with Industrial Designers, Engineers, Product Manager, Project Manager, testing team, expert divers, among others.

ABOUT THE PROJECT

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

Fi NOKIA 2007 May 2011 Aug

UI, IxD designing 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

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

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>

Fi MA STUDIES 2005 Sep 2007 May

MA New Media Design at University of Art and Design Helsinki

(Aalto Media Lab) Focus area: Interaction Design



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

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

Mx CATED-UNAM 2004 Feb 2005 Sep

UI & Graphic Designer at Centre of Advanced Technology for Distance Learning

(CATED - UNAM) Apizaco, 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
- Some graphic design for the institution's advertisement, e.g.. Posters, flyers, websites, etc.

ABOUT

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

Teacher ...continued with part time teaching Graphic Design at Universidad del Altiplano, Tlaxcala

Mx FIRST GIGS 2002 2004

Internship with Atención a Víctimas del Delito (Victims Attention Centre)

program at CNDH (National Human Rights Commission)



TASKS

To develop concepts 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.

Teacher at Universidad del Altiplano, Tlaxcala

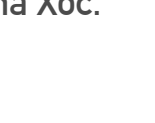
TASKS

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

Mx BA STUDIES 1998-2002

BA Graphic Communication Design at Universidad Autónoma Metropolitana Xoc.

Focus area: Digital media



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

Mx LIFE BEGAN 1979

Grown up in a middle class suburb in Mexico City, back in the days when we could call home from public phone booths, listen to Pink Floyd on our walkmans or even write our homework on a typewriter! Seeing the quick advance of technology and its potential through my childhood, plus experiencing the richness of social and ethnic differences through my life, has been a great school and an inspiration to design meaningful experiences.

