Daniel Castellanos

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in daniel-castellanos-scaper
🏠 Long Valley, New Jersey

⊙ ABOUT ME

As a results-driven **Digital Transformation** leader, I specialize in modernizing systems and optimizing design teams. My scientific approach to **Product Design** streamlines processes and increases profitability by integrating user, business, and development needs. I champion a user-centric model to drive success by weaving **Design Thinking** into products.

An AI pioneer, I have helped companies explore how AI benefits their business in order to harness its power and seamlessly introduce **Generative AI** into their users' journeys.

⊞ WORK EXPERIENCE

Principal Consultant:
East Region Product Design Lead

Neudesic an IBM Company   *Jun 2021 - Apr 2024*

Supported Pre-sales by conducting Design Thinking workshops to gather requirements and help draft SOWs.

Created Information Architecture artifacts facilitating communication between sales teams, clients, and developers.

Drove clients' digital transformation initiatives as part of the App Modernization Accelerator with Azure products like Power Platform.

Advocated for the inclusion of Product Design resources into client engagements from concept to product.

Notable accomplishments:

I ran a Design Thinking workshop at Microsoft's NYC Headquarters on identifying and exceeding business goals with OpenAI.

I was in the first team to successfully integrate AI Launchpad into the nation's premier food production company.

Product Owner, Project Manager, and Lead UX for AI Launchpad, Neudesic's OpenAI accelerator.

East Region Innovation Communities Owner

Created the Accessibility Accelerator, a service to assess and update the accessibility standards of client products.

Toastmasters VP of Public Relations

Sr UX Designer:
Information Architecture

Anywhere Real Estate (formerly Realogy)   *Feb 2018 - Jul 2021*

Lead UX support for products from conducting user research to creating the initial vision through workflows and wireframes.

Guided product owners through translation of their product ideas into tangible visuals for use in testing and development DoD.

Moderated user interviews and lead analysis of the data gathered to be published and presented to senior leadership.

Notable accomplishments:

ePay: Lead the overhaul of a 18+ month finance project with UX at the helm resulting in $2M received in its first month (up from >$100K).

Realsure: Overhauled the several user flows by conducting a series analyses and tests for the National Association of Realtors.

Market Quest: Guided the product owner in creating one of the most used apps by real estate agents in the country from scratch.

🏆 CERTIFICATIONS

IBM Certifications:

Design Thinking Practitioner Essentials

Design Thinking for AI Teaming

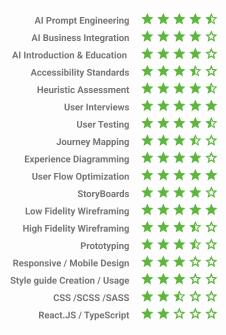**Microsoft Certification:**

Azure AI 900 - AI Foundations

✪ TOP SKILLSETS

Pillars of User Experience Design

Ideation Workshops		Design Systems
User Research	XP	Front End Design
Info. Arch.		Design Strategy
User Interface		Project Management

Value Proposition Design Skills

Skill	Rating
AI Prompt Engineering	★★★★⯪
AI Business Integration	★★★★☆
AI Introduction & Education	★★★★☆
Accessibility Standards	★★★⯪☆
Heuristic Assessment	★★★★⯪
User Interviews	★★★★★
User Testing	★★★★⯪
Journey Mapping	★★★⯪☆
Experience Diagramming	★★★★☆
User Flow Optimization	★★★★★
StoryBoards	★★★★☆
Low Fidelity Wireframing	★★★★★
High Fidelity Wireframing	★★★★⯪
Prototyping	★★★⯪☆
Responsive / Mobile Design	★★★★☆
Style guide Creation / Usage	★★★☆☆
CSS /SCSS /SASS	★★⯪☆☆
React.JS / TypeScript	★★☆☆☆

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WORK EXPERIENCE CONT'D

UX Designer

Amelia (Formerly IPsoft)   *Aug 2015 - Sep 2018*

Supported several departments including: Research & Development, Cognitive Lab, Service Tech, Marketing, and Events.

Owned marketing visuals for international events including locations in New York, Barcelona, and London

Lead and project managed design teams in cross department projects with VPs and developers including front end and graphic design work.

UX Designer & Researcher

ADP   *Oct 2014 - Jun 2015*

Implemented new research standards into accessibility guidelines.

Interaction Designer

Accenture - Duck Creek   *Jul 2014 - Sep 2014*

Revamped the innovation process to include UX testing metrics and workflow diagrams to visualize user journeys.

Digital Designer

Dun & Bradstreet   *Feb 2012 - Jun 2014*

Supported Innovation Lab initiatives by creating prototypes and wireframes for business leads to explore and test new concepts.

Lead a team to include FEIN and DUNS ID numbers with business identification data for the main D&B data product for reporting.

Owned all design requirements for D&B's first Apple App store release.

Design Intern

TheStashBox.com   *Jun 2011 - Sep 2011*

Assisted a startup with business management and design deliverables including email templates and web designs.

Content Designer

Rutgers Recreation Deptartment   *Oct 2008 - Apr 2009*

Assisted in content creation and CMS design.

Photography and photo editing for special events.

EDUCATION

Rutgers University   *B.A. 2009*

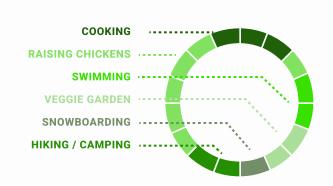Major 1: Information Technology

Major 2: Visual Arts: Graphic Design

LUMA Institute

Innovation Through Human Centered Design

Disciplined Entrepreneurship

Workshop with Harvard Professor Bill Aulet

HOBBIES

- COOKING
- RAISING CHICKENS
- SWIMMING
- VEGGIE GARDEN
- SNOWBOARDING
- HIKING / CAMPING

PERSONAL DEVELOPMENT

Founder and CEO

Scaper   *Aug 2018 - Present*

Our mission is to be the nation's premier on-demand landscaping service.

I conducted extensive user, market, and business research creating artifacts such as persona profiles, end user profiles, beachhead market assessment, total addressable market assessment, competitor analysis, technology architecture assessment and more.

Advertisement through social media and traditional mail received positive feedback as well as a return rate for 20% of our initial clients.

Successful web app using Zillow APIs, Google Firebase, and Stripe services.

Scaper was put on hold in 2020, and restarted in 2024.

SOFTWARE PROFICIENCIES

Adobe Creative Suite including:
XD, illustrator, Photoshop, Premier, Firefly

Wireframing tools such as:
Figma, Sketch, Axure, iRise, InVision, and Balsamiq Wireframes

Microsoft Office Suite including:
PowerPoint, Word, Excel, Outlook, Teams, Forms, Sharepoint

Other MS products:
Copilot, VS Code, Github, Power Platform, Canvas Apps, Power BI

White boarding and Ideation tools:
Miro, Lucid Charts, Mural.ly

User Testing tools:
Hotjar, UserTesting.com, Maze, Optimizely, Dovetail, Useberry, Optimal Workshop

Project Management tools:
Jira, Azure DevOps, Asana, Trello, Basecamp