

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

UX | UI | Ix
design & strategy

Let's get in touch!

LinkedIn: /brendacastropelayo

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

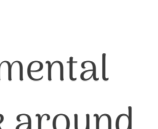
Based in Sydney, Australia, remote-friendly

My career life...

OWN BUSINESS

Nov 2018 to present

Designer and UX strategist



WHAT I CURRENTLY DO

My priority is to work with clients that are as passionate as me in environmental and social issues. I also join forces with talented people for pro bono work around environmental & social impact. Meanwhile, I manage a project to tackle sustainability impact of food, you can learn more at eatups.org

Since September 2019, I have been a full-time design consultant at NABERS, where we help one of the sectors with high impact on climate change to reduce their emissions through a fair and highly trusted rating system.

[see other projects at pinkhoof.com](#)

HELLO SUNDAY MORNING

Apr 2016 to Nov 2018

Design Lead | Product Manager

Helping people change their relationship with alcohol



TASKS

Responsible for UI, IxD, and UX for the organisation's main alcohol behaviour change product. I led the design work from feature concepting and user research all the way to implementation. During the last year I took over the product management.

MAIN PROJECT

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

Daybreak: alcohol behaviour change program

ATLASSIAN

Nov 2014 to Feb 2016

Main UX, UI, IxD for Software teams

Improved experience for software teams



TASKS

Designing new experiences for Software Teams using JIRA and Confluence. I worked as the principal designer for Software Teams. Planned with PM and Dev Lead and implemented working closely with developers and QAs. Collaborated with the larger Design Team to create a consistent experience through the product.

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

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).

[Preview of our team's work](#)

SUUNTO

Sep 2011 to Oct 2014

Main UX, UI, IxD for diving

Designed the first fully customizable dive computer



TASKS

I worked closely with Industrial Designers, Engineers, Product Manager, Project Manager, testing team, expert divers, among others to create the first large display dive computer by Suunto and the first fully customizable in the market. I also planned and executed user tests, led the re-design of the web application Dive Manager (DM) to be adapted to the new computer.

I led the design interaction and user interface for EON STEEL:

- 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

MAIN PROJECT

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

[Suunto, eon steel](#)

NOKIA

May 2007 to Aug 2011

UI, IxD

Explored and designed future scenarios of mobile technology



TASKS

I worked in an agile team at Nokia Research Center, committed to explore future possibilities of (mostly but not limited to) social networking, navigation, and media sharing with mobile technology.

I 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

MAIN PROJECTS

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.

[Nokia-CityScene](#)

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. Now feels so retro!

[Nokia Friend View](#)

MA IN NEW MEDIA

Sep 2005 to May 2007

Studies: MA Design Studies

University of Art and Design (Aalto Media Lab) Helsinki.

Focus area: Interaction Design



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

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

CATED-UNAM

Feb 2004 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 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

Design teacher

Teaching part time 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

Design internship

Atención a Víctimas del Delito (Victims Attention Centre), CNDH (National Human Rights Commission). México.



TASKS

Developing concepts and create material for media-based learning, in order to explain what the program is about and promote it, encouraging victims to place charges and seek legal and psychological help.

BA IN GRAPHIC DESIGN

1998 to 2002

Studies: BA Graphic Communication Design

Universidad Autónoma Metropolitana Xoc, Mexico.

Focus area: Digital media



& lots of exciting stuff since...

LIFE BEGAN 1979

I was born and raised in Mexico City. I have lived in very different places since 2002, and have been learning from diversity along the way.

I feel myself lucky of having been able to follow the rapid evolution of technology through my childhood and teenage times and knowing what living before the internet felt like (it wasn't as terrible as you'd think). Having experienced calling home from public phone booths, listening to Pink Floyd on a walkman, writing my homework on a typewriter! All that technology and behaviour change through the years has helped me understand what lead us to be creative and inspires me to design solutions for the most relevant problems of today's world.

Technology, if well designed, has the potential to improve lives and educate us to become better humans.



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