

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



Brenda Castro Pelayo

product design & strategy

extended resume

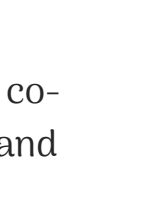
LinkedIn: /brendacastropelayo
<http://www.pinkhoof.com/BrendaCastroPelayo.html>
Based in Sydney, Australia, remote-friendly

Jobs

NABERS

Sep 2019 to present

Senior and co-lead UX / UI / Ix



Since September 2019, I have led the Design System at **NABERS**, as well as co-leading the UX and UI of their digital products that help reduce emissions and improve sustainability efforts across the building industry.

MAIN RESPONSIBILITIES & ACHIEVEMENTS

- Creating and leading NABERS Design System, enabling consistency, accessibility, and reusability across projects and products.
- Understand, interpret, challenge, and simplify product requirements, translating them into human-centric experiences using design thinking, research and prototyping tools.
- Visualise and create User Interfaces and communicate them to developers through clear user stories and specifications.
- Co-leading design processes, influencing decision-making, and enabling collaboration within and beyond our product development team.
- Improving agile methods and team collaboration, e.g. I've designed a personalised retrospective methodology that has led to team better communication, a more efficient design-development culture, and proactive sprints.

MAIN PROJECT DESCRIPTION

Design and development of the new rating platform, that will eventually replace all current rating platforms and support quick expansion to new building sectors.

More about the project: [NABERS PerForm](#)

STRATEGIC DESIGN CONSULTING

Nov 2018-2021

Lead design consultant and UX strategist



PROJECTS & ACHIEVEMENTS

- Leading a team of designers and a data scientist for an online data visualisation portal for awareness about ocean plastics and the impact to ocean wildlife for National Geographic
- Strategic design lead at Code Barrel, leading a new product for Team Leads to become successful leaders and great mentors, designing and researching from ideation to high-fi prototype.
- Founded eatups.org, judge's 1st prize on Fishburner's Social Impact Pitch Night. Eatups is a service to tackle the sustainability impact of the food chain at cafes and restaurants.

See other projects at pinkhoof.com

HELLO SUNDAY MORNING

Apr 2016-2018

Design lead | Product manager



PROJECTS, TASKS & ACHIEVEMENTS

- Leading UX, UI, & IxD for behaviour change, improving people's lives and guiding them through healthier habits.
- Launching **Daybreak**, an effective and accessible program for all Australians to change their relationship with alcohol.
- Planning and leading the strong design foundations for a well-being product to evolve sustainably with the organisation's brand and purpose.
- Leading design exploration and innovation to implement strategies using AI and to facilitate behaviour change.
- Acting as product manager for the Daybreak program for over half a year with various tasks like **leading user research and analytics** to understand our product's evolution, **roadmap planning**, managing **releases**, communicating deliverables to **stakeholders**, running sprints, and leading/**mentoring** the development team.

See [Hello Sunday Morning](#)

ATLASSIAN

Nov 2014 to Feb 2016

Lead/principal UX, UI, IxD for Software teams



PROJECTS, TASKS & ACHIEVEMENTS

- Designing new experiences for Software Teams using JIRA and Confluence, from ideation and prototyping features and interactions to UI specs and feature launch.
- Planning outcomes and deliverables together with PM and Dev Lead.
- Planning and facilitating workshops, e.g. **design thinking**, **journey & empathy mapping**, **brainstorming**, **user-research sessions**, etc.
- Mentoring young designers.
- Working closely with developers, QA, PMs, and collaborating with the broader Design Team to create a consistent and rich product experience.

MAIN PROJECT

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

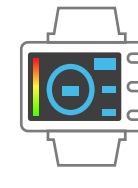
[Preview of our team's work](#)

SUUNTO

Sep 2011 to Oct 2014

Main UX, UI, IxD for diving

Designed the first fully customizable dive computer



PROJECTS, TASKS & ACHIEVEMENTS

- Designing the interaction and user interface for EON STEEL, the very first large display dive computer by Suunto and the first fully customizable in the market.
- Collaborating and working closely with industrial designers, engineers, product manager, project manager, testing team, expert divers, among others, to define priorities, decide on technical solutions, overcome challenges and adapt to technical and time limitations.
- Planning and executing user tests.
- Leading the re-design of the web application Dive Manager (DM) to be adapted to the new computer user experience, features, and technology.
- Facilitating workshops, brainstorming, and activities for ideation, concept design, brand identity, and overall user experience for the dive computer.
- Understanding the human safety implications of my design decisions and problem-solving for complex user actions and decisions through small physical interfaces and environmental constraints.

See [Suunto](#), [Eon Steel](#)

NOKIA

May 2007 to Aug 2011

UI, IxD

Research Centre



TASKS

- Exploring different ways of working in agile and adapting agile methods to our team needs.
- Exploring future possibilities of location-based networks, navigation, social networking, and media sharing with mobile technology.
- Researching and adopting new technologies to real problems and human needs.
- Designing mobile and web-based services from concept to implementation, through concepting workshops, scenario analysis, prototyping, user research and user testing.
- Mentoring design interns.

MAIN PROJECTS

Nokia CityScene: Lead designer from concept to high-fi prototypes and Beta version. Worked closely with researchers, engineers, and navigation and map specialists in a hybrid environment of local and remote talents.

Demo: [Nokia City Scene](#)

Nokia FriendView: Lead designer from concept to launch. Worked closely with Engineers and Product Managers.

See [Nokia Friend View](#)

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 ten different institutions across Latin America and Canada
- Creating web user interface designs and prototypes (HTML, CSS, etc.)
- Collaborating closely with instructional designers, developers, and team leaders; as well as with stakeholders, content owners, and educational experts.
- Ideating and testing digital innovations to enhance learning and motivate students.
- Evaluating our products and proposing iterations for improvement and better learning outcomes.
- General graphic design for the institution and program.

See [CATED-UNAM](#)

Universidad del Altiplano

2002 to 2005

Design lecturer

Teaching part time at Universidad del Altiplano, Tlaxcala, Mexico.



TASKS

Design lecturer for Basics of Graphic Design and Advertisement Photography for the BA program on Graphic Design.

Education

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



[MA thesis work](#)

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

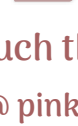
BA IN GRAPHIC DESIGN

1998 to 2002

Studies: BA Graphic Communication Design

Universidad Autónoma Metropolitana Xoc. Mexico.

Focus area: Digital media



please get in touch through LinkedIn

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