



JOHN LOCASTO

UI & PRODUCT DESIGNER

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SOCIAL



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Facebook

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Instagram

instagram.com/jdotstrange

EDUCATION

B.S. in Communications

St. John's University / New York / 2009

SKILLS

UI/UX Design

Prototyping

User-Centered Design

Design Systems

Cross-Functional Collaboration

Responsive Design

Project Management

PROFILE

Dedicated Product and UI Designer with a 10-year track record of developing intuitive and aesthetically engaging digital solutions. Committed to creating inclusive user experiences, I excel in remote teamwork and align design objectives with strategic business needs to deliver functional and impactful user interfaces.

WORK EXPERIENCE

Senior Designer

JKP Tech / 2016 - Present

- Established creative direction for digital applications, and websites ensuring user experience aligns with client vision and user needs.
- Managed the design lifecycle from concept through high-fidelity prototyping, utilizing Figma for interactive and responsive designs.
- Translated requirements into user-focused mockups, streamlining the design-to-development workflow for efficient implementation.
- Built and maintained strong client relationships, driving repeat business and sustained growth through dedicated service and design excellence.

Digital Design Lead

Kantha Bae / 2021 - 2023

- Spearheaded the digital transformation initiative, aligning Kantha Bae's online presence across multiple platforms with modern UX/UI principles.
- Engineered a cohesive design strategy, significantly improving brand consistency and user interaction across digital touchpoints.
- Led the UX/UI overhaul of the primary website, resulting in enhanced user engagement and improved conversion rates.
- Developed and implemented a comprehensive design system, optimizing design workflow and ensuring cohesive brand messaging.
- Harmonized the brand's core values with its digital experience, enhancing customer perception and loyalty.

EXPERTISE

Figma

Adobe XD

Photoshop

Illustrator

WordPress

Webflow

HTML & CSS

SOFT SKILLS

Adaptive

Collaborative

Empathetic

Problem-Solving

Detail-Oriented

Time-Optimizing

Creatively Thinking

RELEVANT PROJECTS

Product Designer, Creative Director

Vitrine App – Mobile Applications for Sports Collectors

- Engineered Vitrine's concept and UI/UX, crafting a seamless platform for sports collectible enthusiasts.
- Spearheaded brand development, establishing a distinct identity that resonates with core users.
- Integrated immersive, high-resolution imagery and social features to enhance user engagement.
- Managed the app development lifecycle, ensuring timely, user-focused product delivery.

Product and UI Designer

Greenlight – B2C Cannabis Marketplace Platform

- Devised user-centric design, delivering a tailored platform for effortless dispensary-consumer connections.
- Created a detailed digital style guide, establishing a consistent and modern brand experience across all digital touchpoints.
- Implemented a comprehensive dispensary dashboard design, enabling business listings, product management, and customer engagement.
- Engineered in-depth product cards with HD visuals and reviews, optimizing consumer decision-making through a robust design system.

Product and UI Designer

Razzar – Online Raffle Platform

- Sculpted front-end UI, merging sophistication with functionality for an unmatched raffle experience.
- Innovated the Raffle Creation Wizard, simplifying the raffle setup with a guided, user-friendly interface.
- Ensured transparency with seamless API integrations for raffle fairness, enhancing user trust.
- Designed the admin Dashboard for efficient raffle management with a focus on clarity and usability.