

# John Castle

## Sr. Interaction Designer

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### Work Experience

#### Google / Senior Interaction Designer

JAN 2020 - PRESENT, LONDON

I am currently designing the core mobile app experience for Google Play Store.

#### Potato / Design Lead

FEB 2017 - JAN 2020, LONDON & SAN FRANCISCO

Potato is a rapid product validation agency that exists to design, develop and launch purposeful and effective digital products. In my role as Design Lead, I have worked with clients such as Google, The Tate Galleries, and The Natural History Museum across a variety of projects ensuring that the creative concepts we come up with meet the client needs. Potato has a very strong engineering background so part of my role is to bridge the gap between design and development and make sure what we build is working towards the business goals.

I also lead and mentor a team of designers with varying levels of experience in the industry standards and best practices of design as well as helping them to upskill and learn new skills in the discipline. This role has allowed me to add a strategic approach to my design thinking that enables me to design in ways that are great for users but can also drive key business metrics.

#### BBC / User Experience Designer

MAR 2016 - FEB 2017, LONDON

At the BBC it was my job to help bring this app that was in its infancy into the much wider music industry. I worked across both mobile and tablet on both Android and iOS, while working closely with the responsive web team to ensure our experiences are aligned for users, I also lead and mentored the junior designer.

#### Somewhat\_ / Digital Designer

MAR 2015 - MAR 2016, LONDON

At Somewhat I worked on projects with Chelsea FC, Macey's, BBC, Manolo Blahnik and Tesco to name a few. Alongside designing, I presented to clients and stakeholders, pitched to secure briefs, and liaised with developers in our international offices. Working at the spearhead of the creative team taught me how to be quick, proactive and effective with my decision making.

### Education

#### BA Graphic Design

University West London

SEP 2010 - JUN 2013, LONDON

Started the course as an illustrator who wanted to create album artwork for a living. Left the course having a deep curiosity for how people interact with technology and how design can create beautiful and easy-to-use experiences.

#### BTEC ND Fine Art

Somerset College of Art & Technology

SEP 2006 - JUN 2008, LONDON

### Skills

**Design:** Visual design • Interaction design • Illustration • Concept sketches Wireframes and mock-ups • Motion design • User flows • Information architecture • Rapid validation • Rapid prototyping using Keynote & Invision

**Research:** Task analysis • Personas • A/B testing & experimentation • Usability tests • Observation studies • Data analysis • Hypothesis-driven design •

**Leadership:** Mentorship • Career path setting • Project management • Motivation and morale • Facilitating design critiques • Thought leadership

**Collaboration:** Workshop facilitation • Self-motivated • Communicative • Detail-oriented • Flexible • Passion for design & people