

ABEL CASTILLO

Web Designer & Digital Strategist

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OPEN TO OPPORTUNITIES · REMOTE



Web designer and digital strategist bridging the gap between pixel-perfect design and high-performance engineering. 10+ years helping businesses grow through thoughtful design, UX and strategic thinking — from brand and interface to development and conversion.

◆ EXPERIENCE

Envato 2021 – Present · Remote

Code Review / Extensions Reviewer

- Review CSS/HTML templates and videogame assets submitted to the Envato marketplace (CodeCanyon).
- Built a structured review framework (code quality, design consistency, UX, playability) and deliver actionable feedback to authors.
- Contributed to higher product approval rates and customer satisfaction, supporting revenue growth and CodeCanyon's quality standards.
- Previously: Content Curation & SEO Tagging (mixkit.co, reshot.com) and Extensions Reviewer for the Elements Template Kits / Elementor plugin.

Grupo Dalton 2022 – 2026 · Guadalajara

UX Lead Designer

- Lead UI/UX design and product strategy across the group's multi-brand digital ecosystem (Toyota, BYD, GAC Motors, Volvo, KIA, Hyundai, Honda, Suzuki).
- Led product design from scratch for Dalton Inmobiliaria & Dalton Financiera, streamlining real-estate and lending journeys.
- Designed critical internal tools, improving sales/admin operational efficiency through user-centered software.
- Owned the full lifecycle — research, prototyping and technical implementation with engineering.

ACN Studio 2015 – 2021 · Guadalajara

Founder & Project Manager

- Founded and ran a web consultancy helping businesses build their online presence.
- Led web design, development and digital marketing projects end to end.
- Specialized in conversion optimization and lead generation.

◆ CERTIFICATIONS

Google UX Design

Google · 2025

Foundations of User Experience (UX) Design

Google · 2025

Create High-Fidelity Designs & Prototypes in Figma

Google · 2025

Build Dynamic User Interfaces (UI) for Websites

Google · 2025

Conduct UX Research & Test Early Concepts

Google · 2025

Build Wireframes & Low-Fidelity Prototypes

Google · 2025

Start the UX Design Process: Empathize, Define, Ideate

Google · 2025

Google Analytics Certification

Google Academy · 2022

Google Ads Search Certification

Google · 2023

Google Ads Display Certification

Google · 2023

Agile Foundations

LinkedIn · 2021

Leading & Energizing Virtual Teams

LinkedIn · 2021

Local SEO

LinkedIn · 2021

SEO Audits · SEO: Tools · SEO Foundations

LinkedIn · 2021

Online Marketing Foundations (Search)

LinkedIn · 2021

WordPress 5 Essential Training

Lynda.com · 2019

EF SET Certificate — C2 Proficient

EF Education First · 2023

Project Management

Alison University · 2022

◆ EXPERTISE

UI/UX Design	Creative Direction	
Project Management	Digital Marketing	
SEO / Local SEO	Animation	Web Builder
CMS	AI Coding	AI Design

◆ TOOLS

Figma	Photoshop	GSAP	HTML / CSS
WordPress	Elementor	VS Code	Git
Vercel	Cloudflare	Analytics	
Google Ads	Claude	Gemini	DeepSeek

◆ LANGUAGES

Spanish — Native
English — C2 Proficient (EF SET)