

Maritza Castaneda

UX/UI DESIGNER

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219.218.7381

User experience designer with 6+ years designing intuitive, scalable, and accessible enterprise applications. Skilled at detail-driven design, translating complex workflows into user-friendly experiences, and applying various user research throughout my design process. Proven ability to deliver high-impact UI solutions that balance user needs, business goals, and technical constraints.

SKILLS

Design

User-Centered Design
Cross-Platform Design
Sketching/Wireframing
Prototyping
Visual Design
Interaction Design
Design Systems
Information Architecture
Accessibility Standards

Research

User Interviews
Usability Testing
Heuristic Evaluations
Competitive Analysis
Creative Problem Solving

Collaboration

Cross-Functional Collaboration
Design Documentation
Development Handoff
Agile Methodology
Visual & Verbal Communication
Presentations

TOOLBOX

Figma (Design, Figjam, Slides, Make)
Adobe Creative Suite (XD, Photoshop, Illustrator, After Effects)
Miro
Jira
HTML/CSS
JavaScript
Microsoft Office (SharePoint, Excel, PowerPoint)

EXPERIENCE

UX/UI Designer

General Motors | July 2019 - Present

Enterprise Manufacturing (3 years)

Establishing reusable UI templates for development teams to ensure consistency and maintainability across GM enterprise applications.

Leading the design of the Vision and Automation Services (VAAS) Fleet Management user interface, centralizing the experience of managing traffic and material movement across GM assembly plants.

Led the design of Factory IQ, a manufacturing intelligence platform increasing visibility into plant- and sector-level performance insights for manufacturing leadership.

Redesigned the Global Enterprise Production Information Control System (GEPICS), a critical order and vehicle build management system, improving navigation, reducing cognitive load, and modernizing information architecture.

Collaborated on the creation and rollout of Forge, a Figma design library promoting standardization of components and UI elements across internal manufacturing applications.

Global Data, AI, and Analytics Services (3 years)

Established a cohesive brand identity for the Maxis product suite, strengthening user recognition and creating a consistent experience across Maxis applications.

Redesigned Maxis Consumers to enhance analytics discovery and streamline access to 5,000+ reports used by 25,000+ GM employees.

Conducted user research and usability testing to inform iterative enhancements and optimize user experience.

EDUCATION

Bachelor of Science in Informatics

Indiana University | Class of 2019

Minors: Human-Centered Computing, Public and Environmental Affairs
Founders Scholar, Fall 2017 & Spring 2018 Dean's List