

Maritza Castaneda

Product Designer

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mcastaneda.com

219.218.7381

Product Designer with 6+ years at General Motors designing complex enterprise systems. Skilled at simplifying technical workflows and creating scalable interfaces that improve operational visibility, coordination, and decision-making.

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

Collaboration

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

TOOLBOX

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

EXPERIENCE

General Motors | July 2019 - Present

Product Designer

Enterprise Manufacturing | October 2022 - Present

Leading the design of the Vision and Automation Services (VAAS) Fleet Management interface, optimizing the management of traffic and material movement across GM assembly plants.

Led product design for Factory IQ, a manufacturing intelligence platform that provides plant leadership with real-time visibility into operational performance.

Redesigned the Global Enterprise Production Information Control System (GEPICS), restructuring navigation and information architecture to simplify a complex vehicle build and order management system.

Collaborated on the creation and rollout of Forge, a Figma design library standardizing UI components and interaction patterns across internal manufacturing applications used by multiple product teams.

UX/UI Designer

Global Data, AI, and Analytics Services | July 2019 - October 2022

Designed user experiences across the Maxis data ecosystem, including multiple internal enterprise platforms, external dealer and supplier websites, and a business-facing mobile application serving data engineers, analysts, and third-party partners.

Drove user research initiatives, conducting generative interviews and usability testing to uncover insights and translate findings into actionable product design improvements.

Defined a cohesive visual language across five products, enhancing usability and consistency across the ecosystem.

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