Stephanie Castilla

stephanie.m.castilla@gmail.com

Research & Teaching Interests

User Centered Design, Experience Design, Interface Design, Interaction Design, Front-End Web Development, Business Innovation, Project Management

Professional Experience

ADJUNCT FACULTY, RHODE ISLAND SCHOOL OF DESIGN, RHODE ISLAND 2014- Current

Currently teaching a self-designed course called "Point, Click, Drag: Designing the Digital Interface" at the Rhode Island School of Design. This course serves as an introduction to Interaction Design for students of various backgrounds including Industrial Design, Graphic Design, and Illustration. Skills taught include: design research, concept sketching, wireframing, interactive prototyping, and design documentation for development.

DIRECTOR OF INNOVATION, HIGHLANDER INSTITUTE, 2011-CURRENT

The Highlander Institute is dedicated to researching best practices in educational technology integration, developing professional development programs for teachers and administrators, providing on-site technology support, and assisting in grant writing for technology investments.

As Director of Innovation, responsibilities include researching and identifying opportunities to improve existing products in the K-12 technology landscape and working with stakeholders to develop strategies for implementing technology innovation in the classroom. Projects have centered on analyzing the usability of educational software, conducting usability studies, developing documentation and training programs, and making recommendations to software developers.

Additional responsibilities have included managing the organization's branding strategy, designing all digital and print design materials using the Adobe Suite, developing the organization's network of Wordpress websites, and implementing internal systems to boost efficiency.

CO-FOUNDER & VP OF PRODUCT DEVELOPMENT, METRYX, RHODE ISLAND 2011- CURRENT

Metryx is a web-based application designed to facilitate data collection and analysis for the education sector. Metryx provides educators with a digital platform through which to collect all quantitative and qualitative observations made in the classroom for the purposes of monitoring student progress.

As Co-Founder of Metryx, responsibilities have included incorporating the organization, securing seed funding, working with strategic partners to generate business opportunities, defining company mission and vision, developing company financial projections and operating plans, maintaining investor relationships, managing organizational IT infrastructure, defining marketing strategies and developing all marketing materials including business cards, brochures, conference signage, presentations, photography, and video using the Adobe Suite.

As VP of Product Development, responsibilities have included developing product vision, conducting user research (through interviews, observation, and on-site testing), developing design concepts (through sketching, wireframing, and interactive prototyping), creating development specifications (including user stories, application architecture diagrams, and feature lists), managing the product development roadmap, coordinating with development teams to refine data model concepts and conducting a significant portion of front-end development using HTML, CSS, and Javascript.

VP OF PRODUCT DEVELOPMENT, LEAF, 2011

Leaf is a digital hardware and software system designed to manage orders and handle customer check-out in restaurants and retail establishments.

As VP of Product Development at this early stage startup, responsibilities included researching design requirements and developing design strategies to be used in the earliest stages of product development. Daily tasks included managing the design process: leading brainstorming sessions, conducting technology research, creating digital renderings and CAD models, designing both static and interactive user interfaces, developing interactive animations for product showcasing, building physical prototypes, recruiting and managing interns, employees, and outside contractors, supervising workflow, and reporting insights, concepts, and discoveries back to founders.

FREELANCE DESIGN & DEVELOPMENT CONSULTANT, 2009 - CURRENT
As a part-time freelance designer and developer, responsibilities have included managing client projects and completing work in a range of areas including branding design, interaction design, web design and web development (using HTML, CSS, Javascript, and Content Management Systems such as Wordpress, and Drupal).

INTERACTION DESIGN INTERN, TELLART 2009-2010
As an Interaction Design Intern, responsibilities included gathering and synthesizing architecture and design requirements for application production, designing interface graphics, experimenting with physical computing, building presentation materials, and researching new functionality based on design specifications and requirements.

Honors & Awards

TECH 10 AWARD FOR "OUTSTANDING ACHIEVEMENT" in ENTREPRENEURSHIP, RI TECH COLLECTIVE, 2012
RISD MERIT SCHOLARSHIP, 2005-2010
National Hispanic Recognition Award, 2005
National Honor Society, Commended Student, 2005

Education

RHODE ISLAND SCHOOL OF DESIGN, Providence, RI
2009 Bachelors of Fine Arts
2010 Bachelors of Industrial Design
Senior Project: *Designing A Model for Financial Literacy Education*
Degree Project: *Designing A System and Business Model for Delivering STEM Education Via Mobile Devices*
GPA: 3.64

Media & Press

"Social Venture Partners Provides $20K to Metryx", Providence Business News, 4/18/2013

"Teachers Able To Group Students' Progress Through Metryx", Online Colleges, 4/2/13

"School Tool: Metryx Provides "Digital Clipboard" for tracking student mastery, Edsurge, 4/2/13

"Startup Snapshot: Metryx Mobile Tracker", EdTech Times, 4/2/13

"Five Questions with Stephanie Castilla", Providence Business News, 4/25/12

"Providence Charter School Builds And Launches Its Very Own App", NEW ENGLAND POST, Edsurge, 10/10/2011

Professional Affiliations

Industrial Design Society of America
National Association of Professional Women
Americans for the Arts