

# NEAL CASTELO

Product Designer ■ Creative Director ■ Data-driven Growth Strategist

## Highlights

Product Design  
Creative Direction  
Data-Driven Growth Strategy  
Digital Marketing, Lifecycle  
User-Centric Accessible Design  
Senior Leadership

## Toolkit

UX, SEO, Accessibility Audits  
CX, Ecommerce, Lifecycle, CRM  
Analytics, A/B Tests, Prototyping  
Motion Graphics & Sound Design  
Adobe CC, Figma  
HTML, CSS, JS

## Achievements

Accessibility Web App Award  
DEIA Leadership (Seattle)  
Best Museum Website (US)  
Product Design Award (Tourism)  
App Accessibility Award

## Languages

Spanish & English (fluent)

## Hobbies

Illustration  
Animation  
Music Production  
Sound Engineering  
Gaming  
Outdoors

206 696 9369

nealcastelo@gmail.com

nealcastelo.com

## Experience

### Museum of Pop Culture (MoPOP)

*Senior Product Manager · 2012-2022*

As a bridge for the marketing and technology teams, I managed the marketing technology team that drove the customer experience and roadmaps for digital offerings and products including web, ecom, app, email, automation, and the organization's project management tools. I focused on a data-driven and user-centric approach to innovate and provide unprecedented revenue and audience growth with a wide array of products from in-person events, livestreams, media downloads, retail merchandise, memberships, and dynamically-priced ticketing.

Initiatives I've led exceeded business goals and resulted in millions in revenue and audience growth by leveraging optimized ecom UX, lifecycle marketing, automations, CRM processes, SEO/SEM, multivariate testing, optimized analytics reporting to stakeholders, and accessibility audits. In addition, I provided creative direction to define and shape new design systems, and org-wide UX standards and was a part of developing and launching a new name and brand identity to the city and world-wide audiences, then supporting the education of users and transitioning assets and equity to the new brand.

### Rite in the Rain® All-Weather Writing Paper

*Creative Director · 2010-2012*

As Creative Director reporting directly to the president, the team I managed established a new overall brand, product and packaging design, marketing strategy, and customer experience for web and ecom. Our growth strategy included a new brand identity and design for all products. The launch I led resulted in reaching new audiences, increasing existing lines of revenue, exceeding business goals and discovering opportunities for future growth. I also leveraged Spanish experience to gain new profitable markets.

### Deseo Creative

*Creative Director · 2008-2010*

As founder of a brand and interactive design studio, I held a variety of roles involving product design, logo design, UX, motion graphics, and front-end development while building teams and working with international clients in creating brand/identity systems, digital marketing strategy, and optimizing ecom-merce paths for growth. Engaged Spanish-speaking audiences to increase revenue in Spain and Mexico.

### X10 Wireless Technology, Inc

*Senior User Experience Designer · 2008-2009*

Digital marketing campaigns at X10 involved optimizing landing pages, ecom paths, and email designs against weekly revenue goals. Multivariate testing informed iterations of design and copy to optimize based on data. Campaign management duties included all coding, SEO copy, and asset design.

### Windermere Real Estate

*Senior Interactive Designer · 2003-2009*

As part of the marketing team, my role was to define the vision for the web customer experience, focused on ecommerce, animated ads, motion graphics, and dynamic digital signage for Windermere locations. Developed and launched a new B2B ecommerce site for Windermere agents. Led marketing campaigns for new subbrands, publication features, landing pages, and email marketing campaigns.

### PepsiCola

*Regional Marketing Manager · 2001-2003*

For the Washington state region, I developed and implemented marketing strategies, a web site and engaging marketing activations for youths as a key element to a new nationwide beverage launch.