

01 Luis Fernando Castro Haro

I'm a multidisciplinary designer passionately crafting beautiful UI and delightful UX. I enjoy helping clients win and achieve success.

 fercastroharo@gmail.com

 6681461508

 fershocastro

02 Skill set



User Interface



Visual Design



User Experience



Logo & Branding

03 Technical Expertise



Adobe Photoshop



Adobe XD



Typography



Adobe Illustrator



Webflow



HTML/CSS



Adobe InDesign



Invision



Sketch

04 Education

Software Development Engineering 2015

Autonomous University of Sinaloa

High School Certificate 2010

Cbtis #43

05 Employment

Creative Director @ indQ Tech (Nov'19 - Actual)

In charge of a multidisciplinary team for several national and international digital and robotics projects.

Product Designer @ Coppel S.A de C.V (Jan'19 - Dec '19)

I was in charge of the visual and creative direction of the new digital commercial division of the marketplace of one of the largest retail stores in the country.

Product Design Consultant @ SMX Service & Consulting Inc. (Sep'18 - Aug'19)

As a Design consultant I was in charge of multiple international projects for branches from medical, financial and social.

Product Designer @ Salud Digna I.A.P (Oct'17 - Sep '18)

In charge of the new digital identity of the largest medical foundation in Latin America, I was in charge of a team and a design framework was developed for all its digital components.

Creative Director @ Digiteckno S.A de C.V (Jun'16 - Apr '17)

I started as a practitioner and in less than a year I became the Creative Director of 2 national digital projects.