

ROD DEL CASTILLO

Senior Product Designer | Complex Systems · 0-to-1 · UX & Design Systems · AI-Native Workflows

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SUMMARY

I design products where the path forward isn't obvious, turning ambiguous, complex product spaces into clear, shippable interfaces. My work spans information architecture, decision models, design systems, and AI-integrated workflows that keep enterprise products correct at scale. I work as a senior individual contributor across enterprise cloud, automotive, healthcare, and education: usually the sole or lead designer taking an effort from zero to one, embedded with the product and engineering teams that carry it, on systems that have to stay legible from ten users to ten thousand.

SELECTED WORK

Lucid Motors, Air CX Ownership Platform

2023–2024 · Launched

Lead Product & Experience Designer · Rephlexs, contracted via Hero Digital + HUGE · rephlexs.com/lucid

Reframed a luxury-EV website redesign as an end-to-end ownership platform spanning discovery, configuration, reservation, and post-purchase, organized around a six-stage customer lifecycle and a service architecture connecting marketing, commerce, delivery, and CRM into one relationship.

- Led IA and experience design for a launch that drove a 35% increase in pre-order conversion in its first three months
- Post-launch NPS ran roughly 20 points above the U.S. automotive benchmark average (18.1 in 2022, Qualtrics XM Institute)
- 30% reduction in ordering-related support inquiries
- 2× time spent in high-intent configurator and sustainability flows: the engagement depth the lifecycle model was built to create

HP Cloud Endpoint Manager

2020–2022 · Live

Senior Product Designer · HP · hpcem.com · rephlexs.com/hpcem

End-to-end UI/UX and visual design language for a cloud console managing HP Thin Client fleets: information architecture, interaction design, reusable product patterns, scale-safety rules, and a component-driven visual system spanning enrollment, policy enforcement, compliance monitoring, and automated remediation.

- Scaled the visual design language into a token-based component system that ships new feature surfaces without new design decisions
- One toggle-and-table pattern absorbs 15+ configuration categories; a new category ships as content, not a new screen
- A single opinionated-default dashboard holds from 10 to 10,000 devices without redesign
- Zero silent state changes: every cross-scope group move and policy conflict resolves through an explicit, legible action

University of Michigan, College of Pharmacy

2024–2025 · Launched

Senior Product Designer · Yes& Agency (formerly Symmetri) · rephlexs.com/umich-pharmacy

Ground-up redesign of the College of Pharmacy digital presence, from stakeholder research and information architecture through final UI and implementation support.

- Owned IA and UX; in the first year after launch, PharmD applications more than doubled year over year (220 → 450)
- 94,000+ monthly visitors post-launch
- Gold for Best Institutional Website, 2025 Education Digital Marketing Awards

EXPERIENCE

Yes& Agency (formerly Symmetri) | Senior Product Designer

2022–2026 · Remote

Senior design IC across concurrent enterprise engagements in healthcare, education, and energy; built design systems, QA processes, and AI-integrated workflows adopted across the design practice.

- Halyard AI: voice-first field agent for wind-turbine technicians, designed around safety-critical confirmation patterns

HP | Senior Product Designer

2020–2022 · Remote

End-to-end product design for Cloud Computing & Software Product Services, spanning consumer and enterprise (B2B) cloud.

- HP Elite Earbuds: systray-resident companion app, 66 frames across 8 modules, documented as a rebuildable system

Rephlexs | Independent Product Designer & Consultant

2015–Present · Remote

Embedded product design for agency and enterprise teams across media, cloud, fintech, health, and consumer: UX strategy, interface systems, prototyping, and implementation. Practice runs continuously alongside in-house and agency roles; engagements are contract or embedded.

- 0-to-1 product work: Meridian (treasury intelligence for CFO teams, built around honest data states) and DropLove (founder-led real-time tipping for DJs)

Clients: IBM, HP, Netflix, Chipotle, DigitalOcean, Lucid, Samsung, Google, T-Mobile. **Partners:** Hero Digital, HUGE, Instrument, Droga5, VSA Partners, GALE, Barbarian, Hook, OddFellows.

Earlier: Modern Whole (Digital Designer / Partner, 2008–2014) · Pennebaker (Digital Designer, 2007–2008) · The Houston Chronicle / Chron.com, Hearst (Digital Designer, 2005–2007)

SKILLS

Practice 0-to-1 product design · Product & UX strategy for complex systems · Information architecture & decision modeling · Design systems & componentization · Voice & conversation design

Craft & tools Figma, Framer · Motion & interaction (After Effects, Lottie, Cavalry, TouchDesigner) · Front-end: HTML, CSS, JavaScript (reads and modifies production code), design-to-code

AI-integrated workflows Research synthesis, prototyping, QA, and automation with Claude, GPT/Codex, Cursor, Figma AI, and local models

Ways of working Agile · Lean UX · Shape Up · Dev handoff, documentation & QA

EDUCATION & CERTIFICATIONS

AAS, Interactive Design | Art Institute of Houston (Top Graduate, Multimedia & Web)

Design & Media Arts, design fundamentals coursework | University of California, Los Angeles

UX Certification (Lean UX & Agile) | Nielsen Norman Group

UX Design Professional Certificate | Google

Languages: English (native) · Spanish (native)