

SANTA CLARA, CA 95051
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ALAN MATTHEW CASTRO | User Researcher

RESEARCH EXPERIENCE

Extern @ News Corp, New York City, NY — *Extern*

SEPTEMBER 2025 - NOVEMBER 2025

- Led end-to-end survey research using mixed methods analysis, delivering 4 actionable product recommendations
- Recruited participants through targeted outreach, collecting 11 survey responses for mixed methods analysis
- Presented findings to News Corp leadership, connecting research insights to strategic product decisions

WORK EXPERIENCE

Palo Alto Community Child Care, Palo Alto, CA — *After School Instructor*

SEPTEMBER 2022 - JUNE 2026

- Facilitated recurring feedback sessions with 45 participants weekly, informing real time programming adjustments
- Synthesized staff and family feedback via rolling intake, prioritizing changes by impact
- Applied inclusive observation methods across diverse learning styles, resolving gaps in educational programs

Think Round, Inc., San Francisco, CA — *UX/UI Designer*

APRIL 2024 - NOVEMBER 2024

- Conducted independent usability testing on an interactive app, identifying friction points for design revision
- Partnered with project managers using impact/effort prioritization to resolve design conflicts

Kyo Autism Therapy, LLC, San Jose, CA - *Registered Behavior Technician*

NOVEMBER 2021 - SEPTEMBER 2022

- Ran structured, moderated observation sessions, synthesizing real time data across four to five clients
- Delivered evidence based recommendations to clinical supervisors, driving data-informed care decisions
- Applied behavioral observation methods to evaluate individual needs across clients

EDUCATION AND CERTIFICATIONS

Springboard - *UX/UI Design Certificate*

JANUARY 2024

University of California, Merced — *BA in Cognitive Science*

AUGUST 2016 - MAY 2021

TECHNICAL SKILLS

Survey Design, Observational Research, Guerilla Testing, Impact/Effort Prioritization, Participant Recruitment, In-Person and Remote Usability Testing, Data Analysis, Information Architecture, Google Sheets

PROJECTS

CLOUDS App Prototype - *UX/UI Designer*

- Planned and executed mixed methods research for CLOUDS, a weather-based outfit planning app concept
- Designed a recruitment survey screening nine participants, uncovering attitudes, behaviors, and pain points in fashion decision-making
- Facilitated in-person and remote usability testing sessions, translating findings into nine recommendations improving task flow and satisfaction

MOOLAH App Prototype - *UX/UI Designer*

- Conducted guerrilla testing and remote usability testing, evaluating navigation, layout, and task flow
- Synthesized feedback into research insights shaping information architecture decisions for subscription management