

# Audrey Keziah Castro

UX DESIGNER

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## EXPERIENCE

### Georgia Entertainment x SCADpro | Sept 2026 – Present

UX and Interaction Lead, Atlanta, GA

- Leading UX for an interactive walkway at Georgia Entertainment Signature 100, a gala for **800+** industry leaders, executives, and state legislators.
- Prototyping the installation's interaction logic and guest flow, and its extension into the internationally distributed 2027 Creative Economy Journal.
- Driving concepts from ideation through client review, presenting pitch decks that translate spatial and technical direction for stakeholders.

### Savannah College of Art and Design | Sept 2026 – Present

Director of Marketing and Communications, SCAD Squads, Atlanta, GA

- Built the foundational workflows and systems for a **newly created** leadership role.
- Leading brand guidelines that unify visual identity across social, print, and event touchpoints.
- Designed cross-channel assets, from social content to a large-scale Welcome Week parade float.

### Alpha Explora | Jul 2026 – Sept 2026

Software Engineering Intern, Manila, Philippines

- Designed and built a **B2B admin platform from scratch**, taking it from Figma wireframes to tested frontend code with Claude Code and VS Code.
- Researched the market and competitors for an unreleased product, turning insights into a go-to-market strategy.

### Deloitte x SCADpro | Mar 2026 – May 2026

UX and Creative Lead, Atlanta, GA

- Redesigned a legacy data platform, reducing report completion time by **84%** in prototype testing.
- Led creative direction for a **13-person** team across UI, storyboards, video, decks, and marketing assets.
- Conducted a brand audit and built a scalable design system with high-fidelity prototypes in Figma and Claude Code.

## LEADERSHIP

### SCAD Future Leaders of UX Atlanta | Sept 2026 – Present

Social Media Manager

- Managing Instagram and LinkedIn content, turning events and student work into stories that keep the community engaged.
- Pitching new content ideas based on student interests to grow engagement and reach, delivering on-brand assets with the Visual Design team.

### SCAD Student Involvement | Aug 2025 – Sept 2026

SCADbound Leader

- Planned and executed logistics for Welcome Week, SCAD Day, and **10** large-scale student involvement events.
- Directed wayfinding for prospective students and families during SCAD Day.
- Engaged **200+** international students through game nights, info sessions, and 1:1 guidance.

## EDUCATION

### Savannah College of Art and Design

BFA, User Experience Design

GPA: 3.83 / 4.0

Sept 2024 – Jun 2028

## SKILLS

### Design & Research

UX Design, UI Design, Prototyping, Interaction Design, Design Systems, Social Design

### Tools & AI

Figma, Adobe Creative Suite, Claude & Claude Code, Vercel, Notion, Miro

## AWARDS

### Distinguished Scholars Award

SCAD, 2024 – Present

### Dean's List

SCAD, 2024 – Present

## RELEVANT COURSEWORK

Data Structures & Algorithms

Usability Testing

Information Architecture

Human Factors