Rowena Castellanos Staff Product Designer

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PROFILE SUMMARY

- **Staff Product Designer** with **13 years** on two-sided marketplaces, currently working across 5 product teams on how customers find, book and pay local service pros.
- Uses **Figma** and FigJam for design and planning, **Amplitude** and SQL for funnel analysis, **UserTesting** for remote studies, and **Notion** for strategy docs.
- Known for **marketplace problem framing**, **trust and safety design** and **experiment programs that span several teams**, and for agreeing the success metric before the first sketch.
- Works with product directors, engineering leads, data science and operations, and brings the design view into quarterly planning for the marketplace.
- Coaches **6 designers** across the marketplace teams, co-runs the weekly product design critique, and wrote the case study guide the team uses when hiring.

TECHNICAL SKILLS

Design & Prototyping Tools:	Figma, FigJam, Framer, Figma Variables
Research & Testing Tools:	UserTesting, Dovetail, Maze, Surveys
Product Discovery Methods:	User interviews, Jobs-to-be-done, Opportunity solution trees, Competitive analysis
Experimentation & Analytics:	Amplitude, A/B testing, Geo-split tests, SQL
UX & Interaction Design:	User flows, Information architecture, Service blueprints, Responsive design
Design Systems & Accessibility:	Component libraries, Design tokens, WCAG 2.2 AA, Storybook
Collaboration & Delivery Tools:	Figma Dev Mode, Jira, Notion, Loom

EDUCATION

Carnegie Mellon University — M.Des. in Interaction Design — Pittsburgh, PA · Aug 2011 to May 2013

University of Texas at Austin — B.A. in Psychology — Austin, TX · Aug 2007 to May 2011

WORK EXPERIENCE

Thumbtack — Staff Product Designer — Austin, TX (remote) · Feb 2019 to Present

- Wrote the problem brief behind the booking quality bet with 3 product directors, putting a cost on cancelled jobs and making repeat booking the shared metric for **3 teams**.
- Set up a monthly research program with 2 UX researchers, joining customers and pros on **40+** job site visits and calls a year to feed the marketplace roadmap.
- Led the trust and safety redesign across 3 teams, from pro verification badges to dispute handling and refunds, cutting disputed bookings by **38%**.
- Designed the instant booking experiment with data science, a 12-week geo-split test across 40 metro areas, which lifted booking conversion by **9%** before the national rollout.
- Got shared marketplace patterns (price ranges, pro cards, review summaries) into the design system, adopted by **5** teams in place of their own one-off versions.

HomeAway — Senior Product Designer — Austin, TX · Jun 2013 to Jan 2019

- Led the host onboarding redesign for vacation rental owners, from first listing details to photos and pricing, lifting listing completion from **44% to 68%**.
- Tested 6 checkout concepts as clickable prototypes with 50 travelers, and the version with the full price shown upfront cut checkout drop-off by **14%**.
- Shipped the responsive redesign of the traveler site with 9 engineers, handing off specs and running design QA on **4** country sites before each launch.