Nackira Castro Ayala

UX & Product Designer

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UX and systems designer, designing since 2017, with five years leading digital design for Puerto Rico's entrepreneurial ecosystem. I turn complex information into clear, research-driven experiences across web, data and product.

EXPERIENCE

Lead Creative Designer | Colmena66, San Juan

Jan 2022 – Present

Lead all design for Colmena66, a program of the Puerto Rico Science, Technology & Research Trust connecting people with business resources across Puerto Rico.

- Redesigned and built colmena66.com after interviewing the staff who work with entrepreneurs daily and entrepreneurs themselves; restructured navigation from 14 flat menu items into six goal-based groups, cutting bounce rate from 80% to about 50% in 2023 and beating a 60% target.
- Integrated the site with SourceLink, the program's CRM (with support from the SourceLink team), designing within its data and workflow limits.
- Built the design systems behind colmena66.com and befestpr.com (global styles, reusable templates and components), so staff can publish blog posts and event pages without design support.
- Proposed and delivered a web and Power BI reporting system that replaced a 100+ page annual report, eliminating hundreds of hours of manual formatting and growing readership from about 20 to over 2,000.
- Rebuilt befestpr.com as a permanent bilingual home for every edition of BE Fest, Puerto Rico's largest annual entrepreneurship event, and created its brand language and event tools.
- Established Colmena66's visual language and later renewed and refined it across the program's digital and print materials.
- Built working internal tools with AI (Claude), including a project management dashboard to run BE Fest and the Business Community Report at the same time, reviewing every output and correcting the assumptions AI makes from prompts.

Lead Graphic Designer | Estudio Interlínea, San Juan

Dec 2018 – Dec 2021 (promoted from Graphic Designer in 2019)

- Led wayfinding and branding projects as the main link between clients and the studio, translating client needs into design solutions.
- Designed wayfinding systems (sign hierarchies, navigation logic and consistent sign families) for complex physical spaces, and managed suppliers and fabricators through installation.

Graphic Designer | Mampostea'o, San Juan

Jan 2017 – Sep 2018

- Developed brand identity systems and digital and print assets for small businesses across Puerto Rico.

SKILLS

UX and product: UX Design, Product Design, Information Architecture, User Flows, Wireframing, Prototyping, Responsive Web Design, Design Systems, Data Visualization, Design Thinking

Collaboration: Stakeholder Management, Cross-Functional Collaboration, Insight Organization and Synthesis

Visual: Brand Identity, Visual Design, Wayfinding

Tools: Figma, WordPress, Elementor, Power BI, Claude (AI), Adobe Illustrator, Photoshop and Acrobat, Microsoft PowerPoint, Slack

EDUCATION

Bachelor's Degree in Digital Graphic Design, GPA 4.0 | Atlantic University, Guaynabo

2013 – 2017

CERTIFICATIONS

- Google UX Design Professional Certificate (Jun 2026)
- Google AI Specialization (Mar 2026)
- Career Essentials in Sustainable Tech, Microsoft and LinkedIn (Feb 2026)
- Advanced Entrepreneurial Mentoring Program, Thunderbird School of Global Management (Feb 2025)
- Practical Approach to Project Management, Project Management Institute (Feb 2024)

LANGUAGES

Spanish and English (fluent, bilingual)