

Andrea Castañon Gillessen

UX Designer / Physical & Digital Experience

M.Des, Ephemeral Space Design — ELISAVA Barcelona

📍 Zürich, Switzerland 🌐 Open to Switzerland, EU & Remote

Last updated: April 10, 2026

Contact

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Core competencies

- **Accessibility & Inclusive design principles**
- **User Research** (formulating questions, mixed-methods research, user testing)
- Personas, user journeys & experience mapping
- **Information Architecture**
- Wireframing & **Prototyping**
- Interaction & UI Design
- **Design Systems** & UI Consistency
- Cross-functional Collaboration & Stakeholder Management

Tools

Figma Notion Lovable
Miro Claude Framer
Sketch Chat GTP UXPin

Spatial & Environmental Design

InDesign SketchUp Vectorworks
Illustrator Photoshop Pages
AutoCAD Blender

Education

September 2016

Master's Degree – Design of Ephemeral Spaces

ELISAVA, Universitat Pompeu Fabra – Barcelona

September 2014

Diploma – Landscape Architecture

Universidad Nacional Autónoma de México (**UNAM**) - Mexico City

Languages

Spanish Native
English Fluent
German Fluent
French Beginner

Prices

- Honorable Mention, National Landscape Architecture Biennial (SAPM)
- Selected Workshop Participant, Water in the City, Walter J. Hood, UC Berkeley
- Metro Award Winner — Mexico's equivalent of a national design excellence award, Distroller el Musikul, Best Original Script
- Metro Award Nominee, Distroller el Musikul, Best Stage Design for a Musical

UX Designer with 10 years of professional experience designing complex user-centered environments, from digital products to large-scale physical productions across Europe and the Americas. **Specialized in interaction design**, design systems, and usability validation, with a cross-disciplinary background that brings spatial systems thinking and production-grade execution discipline to digital product teams.

Certifications & Training

January 2026

UI/UX Design - UX Academy

Designlab

User-centered design process, research methodologies, interaction design, prototyping, and usability testing through real world design challenges.

Relevant Experience

Europe / Switzerland / USA & Mexico

Systems & interaction

- Led UX redesign of the Vertice Subastas app (Mexico City) and Lagunita real estate platform (Barcelona) restructuring IA and content hierarchy to reduce user friction and support task completion.
- Developed reusable UI component libraries and interaction pattern systems for ZAK Bank App (Zurich) ensuring cross-product consistency and reducing design debt across features.
- Drove UX requirements from concept through developer handoff on Wiedikoji's website redesign (Zurich) — working across design, engineering, and product within agile cross-functional teams to ensure implementation-ready specifications.
- Delivered end-to-end Figma prototypes, from early user flows to high-fidelity validated designs tested with stakeholders before every development hand-off.

Research & testing

- Designed the full audience experience for Eat Me Now at Theater Gessnerallee Zurich and The Mousetrap at Theater Bielefeld — translating complex director briefs into structured, navigable journeys tested iteratively with live audiences.
- Refined designs through iterative prototype testing with live audiences.
- Conducted usability evaluations for digital products and live productions translating behavioral findings into concrete design refinements across screen and physical environments.
- Navigated competing constraints (brand, user needs, and technical limitations) across BMW/MINI Vision Inspires campaign (Zurich) and Prop Master work for ZAK Mobiles Banking delivering coherent design solutions from brief to launch.

Stakeholder leadership

- Served as Head of Set Design at Close Encounters Theater Zurich (2024–2025) — leading design systems, team coordination, and production consistency across multiple concurrent seasons.
- Led multidisciplinary teams for Netflix LATAM (Luis Miguel La Serie, Season 2), Goldbach Replay streaming campaign, and This is Verbier marketing campaign — owning creative direction, timelines, and stakeholder alignment from brief to final delivery.
- Consistently translated ambiguous client and director briefs into coherent spatial and interaction systems — delivered on time, within constraints, across three countries and two industries.

Selected Clients & Projects

[Netflix LATAM](#)

[BMW / MINI](#)

[ZAK Bank App](#)

[Amazon Prime](#)

[Coca Cola](#)

[Theatre Bielefeld](#)

[Vertice subastas Art Startup](#)

[Buzz Brothers](#)

[Inmobiliaria Lagunita](#)

[Close Encounters Theater](#)

[Wiedikoji GmbH](#)

[Goldbach](#)

[Staatstheater Mainz](#)

A Master's in spatial experience design brings a dimension rarely found in purely digital backgrounds: an embodied understanding of how people move through and feel within designed environments.