

Jennifer Castracane

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Work Experience

Coop

New York, NY

Founder, CEO, UX Designer

June 2023- Current

- Established and led the design vision for Coop, an innovative mobile application dedicated to fostering inclusive communities and promoting mental well-being.
- Applied human-centered design principles to create a seamless and engaging user experience. Conducted user research, designed wireframes, and developed high-fidelity prototypes to iteratively enhance the app's usability.
- Integrated accessibility considerations into the design process, ensuring a platform that caters to users of all abilities. Implemented features like sequential heading structures and AAA color contrast to enhance inclusivity.
- Initiated the creation of Coop as a supportive community for autistic individuals, drawing inspiration from personal experiences as a therapist.
- Conceptualized and designed the Coop logo, strategically utilizing a double entendre in the name to reflect both community support and shelter. Incorporated an infinity sign, inspired by the autism awareness symbol, and chose inviting colors to create a visually appealing and non-threatening brand identity.

Freelance

New York, NY

Graphic Designer

April 2022- Current

- Collaborated closely with clients to understand their vision, goals, and brand identity. Maintained open communication channels to ensure client satisfaction and successful project outcomes.
- Translated client briefs into creative design concepts, ensuring alignment with brand objectives and target audience preferences. Presented design options and incorporated client feedback throughout the creative process.
- Specialized in developing cohesive branding strategies and visual identities for diverse clients. Created logos, color schemes, and typography selections that resonate with clients' brand narratives.
- Produced high-quality print materials, such as business cards, brochures, and posters, as well as digital assets, including social media graphics and website elements. Ensured consistency across various platforms and mediums.

ABA Can Help

Queens, NY

Behavioral Therapist

Nov. 2021- May 2022

- Provided 1:1 and group in-home behavioral therapy for children with ASD and ADHD, ages 7 and 4, by utilizing a combination of intensive teaching and natural environment training.
- Blocked, redirected and ignored maladaptive behaviors while teaching socially acceptable behaviors by employing ABA (Applied Behavior Analysis) techniques and positive reinforcement.
- Collected, and summarized data on observable client behavior by recording SOAP Notes through the Catalyst patient portal.
- Collaborated with BCBA supervisor, agency social workers, and parents to discuss treatment options and followed the behavioral plans developed by BCBA supervisor.
- Adhered to Agency and HIPAA standards to accurately perform assigned responsibilities while maintaining patient confidentiality.

Education

Google UX Design Specialization

Oct 2023

Binghamton University, State University of New York

May 2020

Bachelors of Science in Integrative Neuroscience