John LoCasto

Senior UI/UX Designer (Full-Stack)

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SUMMARY

UI Designer. UX Designer. Product Designer. Creative Technologist. The titles change, the expectation stays the same.

Own the front-end.

One person. Full surface. 15+ years designing and building interfaces—from strategy to production-ready code.

Figma handoffs? Sure, I can do that. But I'd rather skip the middleman and deliver the code myself—because I actually understand what's happening under the hood. Conditional logic. State management. How the database queries. No translation errors. No "that's not what I designed."

Anyone can design with infinite space. I design in the phone booth—inside the constraints of real systems, real timelines, and real technical limitations. That's the job.

Best fit: Roles where one person owns the surface.

EXPERIENCE

Sole UI/UX Designer (Contract)
Result Stack | 2025 – Present

- Brought on as the single design resource. Owned all client-facing UI/UX and front-end delivery across multiple accounts.
- Shipped a production-ready V1 consumer app front-end in under 24 hours. Real React code, not a prototype.
- Built reusable design systems and component libraries that let the agency run parallel workstreams without adding headcount.
- No design-to-dev handoff. I designed it, I built it, I shipped it.

Creative Technologist (Contract)
Kantha Bae LLC | 2020 – Present

- One-person design and front-end team for a $5M+ DTC ecommerce brand. Five years, one owner.
- Designed and built the full ecommerce surface—product pages, collections, checkout, post-purchase—optimized for performance, conversion, and SEO.
- Built brand systems that maintain voice at scale across web, email, SMS, paid, and product copy. No external agencies.
- Designed and executed acquisition funnels and retention systems that drove 35% YoY revenue growth—the brand's strongest year on record.
- Currently leading migration from themed Shopify to headless architecture with React Native app.

UI/UX Designer & Front-End Developer (Freelance)

Vitrine | 2024 – 2025

- Hired for a UI redesign. Saw the real problems. Expanded scope into a full platform rebuild—product reconceptualization, React Native app, backend migration, subscription monetization, admin tooling.
- Delivered the entire rebuild at nearly the original contract cost. One person. No team.
- Led the Firebase to PostgreSQL migration—refactored data models, rewired services, rebuilt admin tools.
- Designed and implemented a subscription Pro tier, creating a second revenue stream alongside marketplace transactions.
- Platform relaunching Q3 2026.

UI/UX Designer & Front-End Developer (Freelance)

Enterprise Infrastructure Platform (NDA) | 2025

- Took a loosely defined internal concept and turned it into a market-ready enterprise product positioned for $500K–$1M engagements.
- Built brand and messaging systems that let the team maintain voice consistency across sales, marketing, and product without external support.
- Designed, developed, and deployed a production-quality marketing site in under two weeks.
- Defined product positioning and go-to-market narrative for enterprise buyers.

Sole UI/UX Designer & Front-End Developer

JKP Technologies | 2016 – Present

- One-person design and front-end department. If it's on the screen, I own it.
- Led UX and front-end delivery across long-running agency client engagements.
- Designed modular design systems and component libraries used across multiple products.
- Built the systems foundation that later evolved into my current workflow.

Digital Designer

NULL & VØID Design | 2013 – 2016

- Built core fundamentals in layout systems, interaction patterns, and responsive design.
- Learned that the job isn't artistic talent—it's designing inside constraints.

WHAT I OWN

UI/UX Design · Visual Design · Interaction Design · Design Systems · Component Libraries · Prototyping · Wireframing · Front-End Development (React, React Native, JavaScript) · Brand Systems · Ecommerce · Mobile Apps · Responsive Web

TOOLS

Figma · VS Code · HTML/CSS · JavaScript · TypeScript · Shopify · Webflow · PostgreSQL · Firebase · Git

EDUCATION

B.S. Communication Design · St. John's University · 2009