

Juan Castillo

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SUMMARY

PhD-level mixed-methods researcher with 10+ years of experience in behavioral research, statistical modeling, and machine learning. Experienced in experimental design, quantitative analysis, and qualitative methods, with expertise in product insights, evaluation, and applied AI

EXPERIENCE

Distyl AI San Francisco, CA
Founding AI UX Researcher 06/2025 – Present

- Architected a natural language interface for platform analytics by instrumenting a full-stack Umami pipeline to surface event data through a Python semantic layer and agentic harness
- Designed and implemented a synthetic research engine to automate frontend testing, simulate focus groups, and generate diverse evaluation sets for agentic product development
- Scaled research throughput 12x by engineering and deploying MCP-based agentic frameworks to automate thematic analysis, project management, and product newsletter generation
- Translated Fortune 500 stakeholder requirements into 84 automated evaluation tests by moderating and synthesizing discovery interviews with 10+ enterprise directors.

Google DeepMind, AIUX Seattle, WA
Student Researcher 06/2024 – 09/2024

- Led experimental and survey design, as well as project management, for a foundational mixed-methods research project informing the development of an experimental AI product
- Applied multivariate regression modeling on survey data to characterize user attitudes regarding agentic capabilities and provided strategic recommendations to product and engineering teams
- Moderated and synthesized 20 1:1 remote user interviews to craft strategic narratives which contextualized the recommendations obtained through statistical analysis

Enterra Solutions, Intelligent Agents Cambridge, MA
Data Scientist 09/2023 – 06/2024

- Created evaluative criteria and designed a behavioral analytics framework to monitor the effectiveness of UI/UX redesigns and guide B2B product growth strategy through data-driven insights
- Spearheaded venture involving executive leadership, external stakeholders, and cross-functional teams to define and develop agentic chatbot for Enterra's consumer insights platform

UX Researcher 05/2023 – 08/2023

- Developed a mixed-methods UX research agenda and implemented it to redesign Enterra's platform
- Drove B2B product strategy by synthesizing enterprise user personas from 12 stakeholder interviews to influence the H2 product roadmap through feature reprioritization

EDUCATION

Harvard University Cambridge, MA
Ph.D. Psychology 2020-2025

Secondary Field Data Science

M.A. Psychology 2023

Coursework: Intro/Advanced DS, MLOps, DS Ethics, Bayesian/Multivariate/Intermediate Analysis

Claremont McKenna College Claremont, CA
B.A. Neuroscience & Psychology Dual 2018

SKILLS

Programming: R, Claude Code, Python, SQL, Unix

Language: Fluent in Spanish and English