

Antonio De Castro

Web/Front-end and Graphic Designer

adecastro.com
antonio@adecastro.com
808.348.0161

An award winning designer with twenty one years of web, front-end and graphic design experience; able to conceptualize, develop, and maintain visually-appealing customer & B-to-B-oriented sites; push creative designs with attention to detail, deadline and UI/X; comprehensive knowledge of the online communication business, its best practices and technology that benefits a client's ROI; produce print pieces that enhances any brand messaging with unbounded creativity.

• Skill Set

Web/Front-end design

- UI/ UX design
- Expert CSS/HTML
- CSS3/HTML5
- JQuery/JS
- Content Management System expertise
- Web analytics management
- SEO and compliancy expert

Print and graphic design

- Full Adobe Creative suite proficiency
- Brand enhancement and identity design
- Imaging and graphic design expertise

• Education

• International Academy of Design and Technology:

AD Computer Design, 1998

• Columbia College

BA in Liberal Arts, 1989
(double major of Marketing and Graphic Design)

• Art Institute of Philadelphia

Major in Graphic Design

• School of the Art Institute of Chicago

Summer Programs

• Client List

- University of Illinois at Chicago
- Governors State University
- Hawai'i Pacific University
- Charles Schwab
- Ronald McDonald House Charities
- Wells Fargo
- UPS
- Lowe's
- Yahoo!
- Motorola
- Allstate

• Experience

Webmaster/Graphic Designer, University of Illinois at Chicago, Chicago, IL: 1/2018 to 7/2018

- Provide guidance, production, coding and imaging services for content development
- Provide comprehensive maintenance support for the WordPress CMS
- Provide extensive administrative duties in site management, user management and content production
- Produce extensive microsites with short turnaround timeline with continued maintenance support
- Provides UI/UX and accessibility best practices for effective user engagement
- Develop and maintain analytics for the university site and other online collateral
- Produce print material such as brochures, posters and other print collateral
- Manage branding efforts on all online and print production
- Handle project management duties with users, vendors and tech support

Web Design Manager, Governors State University, University Park, IL: 4/14 to 1/18

- Lead all online marketing initiatives in the University Marketing and Communication Department (UMC)
- Provided extensive administrative duties in site management, user management and content production
- Provide guidance, production, coding and all imaging services for content development
- Produced extensive microsites with short turnaround timeline with continued maintenance support
- Provided UI/UX and accessibility best practices for effective user engagement
- Developed and maintained analytics for the university site and other online collateral
- Provided production, coding and imaging for email marketing collateral Provided monthly CMS and best practices training to new and current CMS content managers
- Authored all training material for CMS training
- Creation, maintenance, and administration social media with help from the UMC Media Relations author, and maintain the university Social Media policy

Antonio De Castro

adecastro.com antonio@adecastro.com

Antonio De Castro

Web/Front-end and Graphic Designer

adecastro.com
antonio@adecastro.com
808.348.0161

• Experience

Director of Web Communication, Hawai'i Pacific University, Honolulu HI: 6/11 to 4/14

- Lead all online marketing initiative in the University Marketing and Communication Department (UMC) in design, coding during production and maintenance support
- Manage the implementation of user experience standards across the university Intranet, Extranet, and public Website
- Coordinate re-branding efforts across all online collateral--updated navigation, appearance and architecture
- Develop and maintain analytics for HPU.edu and other online collateral used by the university
- Provide monthly CMS training sessions to new content managers and current content managers
- Author and produce training material for CMS
- Creation and maintenance of all online forms
- Creation, maintenance, and administration all of HPU's official Social Media Hub with help from the UMC Media Relations
- Author, and maintain the university Social Media policy
- Provide content and graphics for the development of the university mobile app

Webmaster, Hawai'i Pacific University, Honolulu HI: 10/06 to 6/2011

- Three comprehensive redesigns of university site over 3 years utilizing best UI/UX practices and engaging brand design
- Provide site maintenance, CMS maintenance, user management and content production
- Provide best practices guidance, production, coding and imaging services for content development
- Serve as portal administrator for the internal portal
- Managed and mentored Web Services intern team.

Senior Web Designer, Imagination Publishing, Chicago IL: 9/2000 to 6/06

- Lead design for web development: thumbnails, wireframe, PSD template to HTML/CSS/Flash production and deployment for 5 years for B to B, B to C custom integrated publishing
- Provided site production for B to B, B to C custom clients monthly: maintaining site content, images, banner advertising and archiving
- Created, produced and deployed client e-newsletters monthly using third party e-mail distributors
- Provided leadership in company online strategy, technology/software updates and best practices
- Provided professional results under tight deadlines with multiple projects
- Oversaw web department staff and provided web design mentoring
- Gave professional sales presentations to potential clients and helped obtain 30% of online business with design prototypes

Lead Web Designer, VoxCap.com, Chicago IL: 8/99 to 8/00

Web Designer, Ganymede Corporation, Chicago IL: 9/97 to 8/99

• Awards

9th Annual Webby Awards: Lowe's For Pros website, *Webby Worthy Award 2004*, Client: Lowe's

APEX Awards: Imagination Publishing website, *Grand Award 2002*, Client: Imagination Publishing

Pearl Awards: Custom Publishing Council, Freedom webzine, *Silver Award 2004*, Client: National Underground Railroad Freedom Center

Pearl Awards: Custom Publishing Council, Lowe's For Pros website, *Silver Award 2004*, Client: Lowe's

• Noteables

Taught Web Design, Visiting Professor, undergraduate level at Hawai'i Pacific University, 2007 -2008

Society of National Association Publications (SNAP) Participant panel of judges:

Online Competition Division 2003, 2004, 2005

Antonio De Castro

adecastro.com antonio@adecastro.com