

# Antonio De Castro

Web Authoring | Web & Graphic Design | Illustrator

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**Description:** An award winning designer with thirteen years of front-end design for the web; able to architect, conceptualize, author, develop, and maintain visually-appealing customer & B-to-B-oriented web sites; strives to push designs with attention to detail, deadline and user-interface experience; understands effective synergy with programmers; comprehends the industry of web design, its best practices and its technology to benefit a client's ROI.

## Software:

Dreamweaver CS4  
Flash CS3  
Adobe Photoshop CS3  
Adobe Illustrator CS3  
Acrobat Professional 8  
Microsoft Office Suite

Sharepoint  
Sungard Luminis  
Joomla

## Code:

CSS  
HTML  
ActionScripting  
Javascript  
Familiar with ColdFusion  
Familiar with PHP

## Skill Sets:

Web Authoring & Design 13 years  
User Experience Designer  
Client & Server Side Scripting  
Social Networking Management  
Content Management System Expertise  
SEO and Compliancy Expert

## Related Experience:

### Webmaster, Hawai'i Pacific University, Honolulu HI: 10/06 to Present

- Manage the implementation of user experience standards across the Intranets, Extranets, and public Web services for Hawai'i Pacific University (HPU).
- Coordinate re-branding efforts across system - updated navigation, appearance and architecture.
- Deliverables include: XHTML, CSS, Javascript, Web parts, Layout Pages, Master CMS Templates, Flash, Actionscript, Images, Skinned Media Players, Visual Renderings
- Expert in CSS, XHTML, and selected Content Management Systems.
- Serve as portal administrator for HPU's public portals, architecting and designing CMS.
- Designed the general "look and feel" for HPU online (including 3 redesigns over 3 years).
- Managed Web Services intern team.
- Taught Web Design for Undergraduate Level as Visiting Professor

### Senior Web Designer, Imagination Publishing, Chicago IL: 9/25/00 to 6/01/2006

**Clients: Motorola, Yahoo!, Hewlett-Packard, UPS, Ronald McDonald House Charities, Lowe's, Wells Fargo, MasterCard, Allstate, PMI**

- Lead design for web development: thumbnails, wireframe, PSD template to HTML/CSS production and deployment for 5 years for B to B custom integrated publishing
- Provided site production for B to B clients monthly: updating site content, images, banner advertising and archiving
- Created, produced and deployed client e-newsletters monthly using third party e-mail distributors
- Created original Flash elements integrated in a site or as stand alone presentations
- Provided leadership in company online strategy, technology/software updates and industry 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

- Provided monthly production updating site content, images and archiving for D.C.-based politics web portal
- Created original editorial illustrations for site articles
- Produced print advertising and marketing material

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

- Lead design for site development: provided thumbnails, PSD template & HTML production
- Provided monthly production updating client site content, images and archiving
- Managed and organized job distribution between design team members

## Notables:

**Taught Web Design, Visiting Professor**, undergraduate level at Hawai'i Pacific University

### Awards:

**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

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

### Other:

Society of National Association Publications (SNAP) Participant panel of judges: Online Competition Division 2003, 2004, 2005

References available upon request

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