



Antonio De Castro

Graphic Designer

- adecastro.com
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- 808.348.0161

[**I love design.**] I look at content and see how they balance, harmonize and juxtapose with the everyday. I play with colors, images and space so your messaging is more than content. They become **an engaging experience of your brand with your clients and community.**

- 6** solid years print design
- 4** design awards for online
- 23** years extensive online design

skills

- Two decades of graphic, identity & brand design for print and online
- Design lead and production over two decades
- Adobe Creative Suite high proficiency
- Expert HTML5/CSS3, CMS expertise
- Print production

clients

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

experience

- **Print and Digital Design, National Louis University:** Chicago, IL; 10/19 to Present

 - Print design/production: brochures, sales sheet, style guides, infographics, presentation and direct mail collateral
 - Brand identity services such as logos, style sheets and image templates
 - Multi site web design: UI/UX consultation, content and image management, iteration build
 - Project management expertise with scheduled projects and priority rush projects from long-form publications to print collateral needed in quick turn around time
- **Print and Digital Design, Freelance:** Chicago, IL; 6/18 to 10/19

Meridian International Group: Deerfield

 - Print design/production: brochures, sales sheet, style guides, infographics, and direct mail collateral
 - Brand identity services such as logos, style sheets and image templates
 - Multi site redesign: UI/UX consultation, template build, content and image management, iteration build
- **Graphic Designer/Webmaster, University of Illinois at Chicago:** Chicago, IL; 1/18 to 6/18

 - Print design/production: brochures, large dimension posters and direct mail collateral
 - Provide all digital imaging and design services for content development
 - Produce extensive microsities with quick turnaround timeline with continued maintenance and content support
 - Provide UI/UX and accessibility best practices for effective user engagement
 - Provide comprehensive content support and maintenance for the WordPress CMS
 - Provide extensive administrative duties in site management, user management and content production
 - Manage branding efforts on all online and print production
 - Project management duties with users, vendors and tech support
- **Visual Design Lead Online, Governors State University,** University Park, IL: 4/14 to 1/18

 - Lead for digital marketing initiatives in the University Marketing and Communication Department (UMC)
 - Provide all digital imaging and design services for content development
 - Provide UI/UX and accessibility best practices for effective empathic user engagement



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Visual Design Lead Online, Governors State University, University Park (continued)

- Produced extensive microsites with short turnaround timeline with continued maintenance support
- Provide extensive administrative duties in site management, user management and content production
- Developed and maintained analytics for the university site and other online collateral
- Creation, maintenance, and administration social media with help from the UMC Media Relations author and authored the university Social Media policy

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

- Lead all digital marketing initiative in the University Marketing and Communication Department (UMC)
- Three comprehensive redesigns of university site over 3 years utilizing best empathic UI/UX practices and brand design evangelization
- Manage the implementation of user experience standards across the university Intranet, Extranet, and public Website
- Provide content and graphics for the development of the university mobile app
- Coordinate re-branding efforts across all online collateral—UI/UX, digital imaging and graphics
- Creation, maintenance, and administration all of HPU's official Social Media Hub

— **Web Design Lead, Hawai'i Pacific University**, Honolulu HI: 10/06 to 6/2011

- Provide all digital imaging services for all online and digital content development
- Provide site maintenance, CMS maintenance, guidance, production, coding and user management
- Provide monthly CMS training sessions to new content managers and current content managers

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

- Lead design for web development: ideation, 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 management for B to B, B to C custom sites monthly: maintaining site content, all digital imaging, banner advertising and archiving
- Wireframe, design, produced and deployed client e-newsletters monthly
- 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 all online business

— **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 Online Design, Visiting Professor
Hawai'i Pacific University, 2007 -2008

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