

# Lucas Castro

I love new challenges — whether solving interesting problems or learning the latest technology, nothing is more rewarding than overcoming a good challenge to deliver an excellent final product.



111 Jersey Tea Circle  
Ottawa, ON K1V 2L3



613-883-5415



lucas.castro@gmail.com



LucasUnplugged.com

## Profile

Passionate about quality execution and rigorous, proactive attention to detail.

Voracious learner who loves sharing knowledge and facing new challenges.

Exceptional communicator who can devise, deliver, and support ideas with impact.

## Skills

Photoshop	● ● ● ● ●	HTML5	● ● ● ● ●
Illustrator	● ● ● ● ●	CSS3 + SASS	● ● ● ● ●
UX/UI Principles	● ● ● ● ○	Javascript	● ● ● ● ○
Responsive Design	● ● ● ● ○	jQuery	● ● ● ○ ○
Responsive Code	● ● ● ● ○	Git	● ● ○ ○ ○

## Web Design & Development

### Director, Design & Development

Aug. 2010 - Current

UniForge Inc.

Executed full project process, including wireframe conception, detailed visualization, and coding of front-end (plus customization of, and integration with back-end software).

Coded and debugged extensively in HTML, CSS (and SASS), PHP, Javascript, and jQuery, with a focus on customizing Content Management Systems for client usability.

Designed and coded elegant, user-centric responsive websites.

- Used Photoshop and Sketch (with fluid grids) to design with breakpoints in mind.
- Coded using Twitter Bootstrap, Foundation, and a self-built responsive framework.

Optimized performance and user experience of client and internal websites.

Worked with SASS and Git as part of internal workflow.

Created a custom event registration system from the ground up, including interface with the Moneris payment gateway.

- Defined logic structure and coded algorithms to implement client's complex pricing system for the event.

## Graphic Design

### Director, Design & Development

Aug. 2010 - Current

UniForge Inc.

Developed brand identity for clients, with their customer-base and intended audience in mind.

Used Adobe Photoshop and Sketch to design website mockups and prepare them for coding, with a focus on user experience and ease of implementation.

- Trained Junior Developers and co-op students on using Photoshop to create accessible designs, and to develop a brand and user experience that was in accordance with the client's requirements.

Created print-ready brochures, booklets, signs, menus, etc., using Adobe InDesign, including the use of typographic styles, colour profiles, layers, and master pages.

Designed and converted a multitude of logos, icons, and illustrations in Adobe Illustrator.

Created animations and dynamic content using Adobe Flash, both through the graphical user interface and through ActionScript coding.

### Web Developer & Graphic Designer

Jul. 2007 - Aug. 2010

Creative Unity Ltd.

## Project Management & Client Services

### Director, Design & Development

Aug. 2010 - Current

UniForge Inc.

As Director, Design & Development, managed numerous projects and priorities for designers and developers company-wide.

- Managed a team of Junior Developers and co-op students working on the design, content conversion, development, and debugging of numerous websites.
- Met with clients and account managers to develop a look and feel for each client's brand, to advise on best practices, and to recommend solutions for maximum impact.

As a Sales Service Manager, acted as a liaison between clients and internal departments.

- Coordinated design, pricing, scheduling and approvals between internal departments.
- Met with clients to establish system requirements, including business rules of ID systems.
- Provided customer service to clients in Caribbean, South America, and Oceania regions.
- Monitored production process, and prepared reports on product and project deliverables.
- Chaired Team Leaders' weekly meetings and updated Project Status Reports accordingly.

### Sales Service Manager

Feb. 2008 - Apr. 2009

Canadian Bank Note Company

## Education

B.A., English - University of Ottawa, 2007.

Completed courses in C/C++, Pascal, VBA, and Technical Report Writing.

## Languages

Fluent in English and Portuguese.

Knowledgeable in French and Italian.

## Affiliations

Accessibility for Government Online.

Game Artisans of Canada.

## Volunteering

Mentored for Ladies Learning Code (*Intro to HTML & CSS*).

Designed websites for Women of Hope, and for Accessibility for Government Online.

Volunteered with Games for All at the Ottawa Children's Festival.

Donated blood through Canadian Blood Services.

## Hobbies & Interests

Designing, playing, and publishing European-style board games.

Personal fitness and sports (mostly basketball and soccer).