Lucas Castro

I love hats. And in 6 years with startups I've worn many of them: designer, coder, project manager, writer, account manager, and team leader. My passion lies with my core skills, but my broad experience boosts my ability to be a kick-ass team member.

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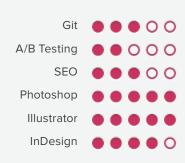613-883-5415

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Profile

Constantly devising effective enhancements and new means of improving conversions.

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

Adept at self-managing and prioritizing projects to meet deadlines.

Skills

Skill	Rating		Skill	Rating
HTML	●●●●●		Git	●●●○○
CSS + SCSS	●●●●●		A/B Testing	●●○○○
Javascript	●●●●○		SEO	●●●○○
jQuery	●●●○○		Photoshop	●●●●●
PHP	●●●●○		Illustrator	●●●●●
CMS + Themes	●●●●●		InDesign	●●●●○

Web Design & Development

Director, Design & Development
Aug. 2010 - Current

UniForge Inc.

Web Developer & Graphic Designer
Jul. 2007 - Aug. 2010

Creative Unity Ltd.

Executed full project process, including wireframe conception, detailed visualization, and coding of front-end and back-end.

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

- Taught co-op students to code dynamic, PHP-based websites, using W3C standards and industry best practices.

Optimized performance and user experience of client and internal websites.

Implemented modular coding practices to increase efficiency and reduce errors.

Introduced A/B testing to company's service offerings.

Worked with SASS/SCSS and Git as part of daily 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.

Web Developer & Graphic Designer
Jul. 2007 - Aug. 2010

Creative Unity Ltd.

Develop 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.

Project Management & Client Services

Director, Design & Development
Aug. 2010 - Current

UniForge Inc.

Sales Service Manager
Feb. 2008 - Apr. 2009

Canadian Bank Note Company

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.

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

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

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

Raised funds for and completed the CIBC Run for the Cure.

Canvassed for the Canadian National Institute for the Blind.

Canvassed for Ontario March of Dimes.

Hobbies & Interests

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

Finding awesome memes online.

Amateur photography and sharing on Instagram.