

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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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

HTML	<div><div></div><div></div><div></div><div></div><div></div></div>	Git	<div><div></div><div></div><div></div><div></div><div></div></div>
CSS + SCSS	<div><div></div><div></div><div></div><div></div><div></div></div>	A/B Testing	<div><div></div><div></div><div></div><div></div><div></div></div>
Javascript	<div><div></div><div></div><div></div><div></div><div></div></div>	SEO	<div><div></div><div></div><div></div><div></div><div></div></div>
jQuery	<div><div></div><div></div><div></div><div></div><div></div></div>	Photoshop	<div><div></div><div></div><div></div><div></div><div></div></div>
PHP	<div><div></div><div></div><div></div><div></div><div></div></div>	Illustrator	<div><div></div><div></div><div></div><div></div><div></div></div>
CMS + Themes	<div><div></div><div></div><div></div><div></div><div></div></div>	InDesign	<div><div></div><div></div><div></div><div></div><div></div></div>

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 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.

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 colour profiles, layers, reusable styles, 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 Design

Jul. 2007 - Aug. 2010

Creative Unity Ltd.