



Paolo Castro

Multimedia Design + Web Development

A passionate multimedia designer with over 15 years of experience in Graphic Design, Audio & Video Production and Web Development.

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github.com/kpvc1 🐙

EDUCATION

Graphic Design

George Brown College,
Toronto
Sept 2013 - May 2016

Visual & Creative Arts

Sheridan College,
Oakville
Sept 2011 - May 2012

EXPERTISE

- » Advertising & Marketing
- » Brand Identity
- » Graphic Design & Web Development
- » Sound & Video Design
- » SEO & Data Analytics

TECH SKILLS

- » Adobe CC / Figma
- » HTML5, CSS3, JavaScript
- » Visual Studio Code / Git
- » UX/UI Design
- » Google Analytics / Web Tools

HOBBIES & INTERESTS

- » Motion Design & Animation
- » Typography & Photography
- » Music Production
- » Technology & Gaming

QUALIFICATIONS

- Creative and analytical with exceptional problem solving skills, strategic thinker capable of quickly tackling intricate challenges
- Natural leader with a critical eye, detail-oriented with a strong work ethic and desire to achieve goals
- Strong interpersonal and communication skills, compassionate and empathetic, exceptional client service fundamentals, embraces diverse perspectives

EXPERIENCE

Freelance Designer & Developer – 2011 to Present Multimedia Designer, Web Developer, SEO Strategist

- Build brands and develop impactful solutions for clients through all marketing platforms
- Research, develop and present preliminary concepts and mockups to clients and discuss with them in detail new ideas and proposed solutions
- Incorporate and provide meaningful feedback to meet and exceed client's expectations and standards
- Ensure client satisfaction through sharing my expertise and insights and troubleshooting any problems or concerns

Intragreen Roofing Systems Inc. – 2014 to 2017 Graphic Designer, Web Developer, SEO, Marketing

- Designed and developed print and digital media for marketing (videos, websites, vehicle wraps, billboards, direct mail, lawn signs, posters, banners, articles, infographics)
- Designed, developed and executed ad campaigns; tracked and analyzed customer data; drove website traffic and increased user engagement and customer conversion rates
- Optimized sites for user experience and web visibility; identified and rectified browser compatibility issues
- Improved and maintained organic Google search rankings to top of page search queries for competitive industry related keywords and keyphrases