

# Carlos Castro

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[www.ccastrodesign.com](http://www.ccastrodesign.com)

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## SKILLS PROFICIENCY

XHTML, XML, HTML, HTML5.  
CSS / CSS3.  
JavaScript.  
jQuery.  
Bootstrap.  
UX/UI Design.  
SEO Optimization.  
E-Commerce.  
Graphics / Logo Design.

## SOFTWARE SKILLS

Sublime Text.  
Adobe Dreamweaver.  
Adobe Photoshop.  
Adobe Illustrator.  
Adobe InDesign.  
WorkFront, Jira, Slack.  
Microsoft Office Suite.  
IBM WebSphere Commerce.  
Debugging tools (BrowserStack, NotePad++, FireBug, and Fiddler.)

## HOBBIES AND INTEREST

Drawing, painting, fishing, camping, listening to music, playing sports, traveling, and disassembling and fixing portable devices.

## PROFESSIONAL CERTIFICATION

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Cisco System Fundamentals of Web Design  
Microsoft Office Specialist

## EXPERIENCE

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### 1-800-Flowers.com

*Assistant Web Content Producer, Desktop & Mobile Product*

**Carle Place, NY**

May 2014 – Present

- Use WebSphere Commerce by IBM and in-house CMS to update content to company's consumer site, corporate and sister brands. (e.g. FruitBouquets.com,
  - PersonalizationUniverse.com, 1800Baskets.com, Business Gifting Services, etc.)
  - Convert Photoshop designs into HTML layouts using CSS framework, Bootstrap, Google APIs, JavaScript, jQuery and other advance coding languages.
  - Utilize site optimization practices (SEO) for company web content pages and sister brands.
  - Perform A/B testing of web content through CMS tools, Google Analytics, MoovWeb and Coremetrics.
  - Test various developed web sites for correct code implementation and advising the developers on improvements; coordinating tags, tracking parameter implementations.
  - Conduct and attend periodic status/scrums meetings with the Web Analytics team, Web Marketing team and other enterprise departments to discuss upcoming changes, events, campaign, etc.
  - Develop training tools, build documentations, and identify process gaps for the web production team and other teams.
  - Train the web production team in workflow processes, as well as best coding practices.
  - Effectively collaborate with marketing, creative, web content development, and third party vendors to coordinate mobile website content build and approval process for merchandise and promotional messages.
  - Actively manage and monitor production tickets with WorkFront, Jira on a daily basis.
  - Use WordPress application to update company's Community and Blog pages.
  - Perform cross-browser testing with BrowserStack.
  - Manage seasonal and promotional projects in adherence to the marketing calendar; ensured site messages were developed, deployed, and removed according to the desired business cadence.
  - Troubleshoot website issues by providing technical support with the IT Team and Web Marketing Team.
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**ReviewMyRecruiters.com**

UX / UI Designer, Desktop and Mobile Product

**New York, NY**

Dec. 2017 – Present

- Gather and evaluate user requirements in collaboration with product managers and engineers.
- Use Adobe Photoshop, Adobe Illustrator to create graphics and web assets.
- Illustrate design ideas using storyboards, process flows and sitemaps.
- Design graphic user interface elements, like menus, tabs and widgets.
- Build page navigation buttons and search fields.
- Develop UI mockups and prototypes that clearly illustrate how sites function and look like.
- Create original graphic designs (e.g. images, sketches and tables).
- Prepare and present rough drafts to internal teams and key stakeholders.
- Identify and troubleshoot UX problems (e.g. responsiveness).
- Conduct layout adjustments based on user feedback.
- Adhere to style standards on fonts, colors and images.

**Positive Players, Inc.***Web / Graphic Designer Intern***New York, NY**

August 2012 – June 2013

- Re-designed organization's logo.
- Created & edited images using Adobe Photoshop.
- Converted Photoshop designs to live website using HTML, CSS layout techniques and JavaScript with Dreamweaver.
- Applied advanced HTML, and CSS to deliver cutting-edge user interfaces.
- Cross browser testing in Internet Explorer 6+, Safari, Chrome, and Firefox 3+.
- Used jQuery to support light box pop ups on positiveplayers23.org
- Maintained organization's website by performing debugging and validation of markup languages.
- Managed individual projects throughout a project life cycle.
- Designed and developed upcoming website for inspiredby23.com

**Islanddealsonline.com***Front-End Web Developer***New York, NY**

Jan. 2011 – Jun. 2012

- Applied advanced HTML, JavaScript, and CSS to deliver cutting-edge user interfaces.
  - Converted Photoshop designs to live website using XHTML, CSS layout techniques, JavaScript, jQuery, and utilize Bootstrap framework.
  - Performed cross browser testing in Internet Explorer 6+, Safari, Chrome, and Firefox 3+.
  - Submitted to and reviewed reports and problems with supervisor.
  - Used jQuery to support light box pop ups on islanddealsonline.com
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**New York City Health and Hospital Corporation**  
**Central Office of Communication & Marketing**  
*Web Designer Intern*

**New York, NY**  
Sept. 2009 – Jan. 2010

- Created and updated web pages for the New York Hospital Corporation's central website and other web properties including the new Diabetes Wellness Center site.
- Developed and designed new web interfaces, layout and site graphics.
- Designed and created new navigation tools for HHC's central site using HTML, CSS and JavaScript.
- Performed validation of completed sites including the debugging and testing of code.

## **EDUCATION**

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**C.U.N.Y. - New York City College of Technology**  
*Bachelor of Technology*  
*Communication Design / Web Design / Graphic Design*

**Brooklyn, NY**  
Sept. 2010 – Jun. 2013

**C.U.N.Y - Borough of Manhattan Community College**  
*Associate in Applied Science*  
*Multimedia Programming and Design*

**Manhattan, NY**  
Jan. 2007 – Jun. 2010

**References Available Upon Request.**

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