

Christine Castigliano
metaToggle | strategic web design, animation and content



Because clarity is compelling.

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summary of creative and technical expertise:

I help my clients tell their stories with clarity and distinction, by crafting messages and images into compelling websites, animation and print materials. With 20 years of design expertise, I offer strong writing and illustration abilities and expert skills in Macromedia Dreamweaver, Flash, & Fireworks.

career history:

1|89 - pres. **Freelance Designer | Illustrator | Writer**

Selected websites: (complete site design, text, code, graphics, except where noted)

- www.metaToggle.com {portfolio site}
- www.genigraphics.com {Genigraphics e-commerce site}
- www.crownoverconstruction.com {Crownover Construction Company}
- home.boullioun.com {Boullioun Aviation Leasing; Intranet design}
- www.ess.washington.edu {UW Earth & Space Sciences; identity, home page}
- www.sterlitech.com {Sterlitech Laboratory products; e-commerce site}
- www.odomcorp.com {Odom Beverage Distributing; Flash, website design}
- www.yspp.org {WA State Youth Suicide Prevention Program}
- www.openingoftheheart.org {Photographic exhibit on Israelis and Palestinians}
- www.mangophotography.com {Photographer portfolio – Flash website}
- www.ibexglass.com {Studio glass catalog site; identity, website design}
- www.idc-design.com {International Design Concepts: Spa Design portfolio}
- www.metaToggle.com/design_crs {"Foundations of Design" online course}

Selected past clients:

Time-Warner, Inc., Microsoft Press, St. Louis Magazine, Bon Marche, Southwestern Bell, Comprehensive Health Education Foundation (CHEF), HealthQuest Magazine.

10|00-pres. **Flash | Graphics contract designer, MediaPro**

Created graphics, animation and Flash learning interactions (action scripting) for online training projects for Safeco, Microsoft, Filenet, APEX, RR Donnelley

9|99-9|00 **Full-time Media Faculty, Bellevue Community College**

Developed and taught online curriculum and regular courses in HTML, Photoshop 5.5, Image Ready and Illustrator 8. Tenure track.

5|98-12|98 **Adobe Certified Technical Trainer, Ivey Seright International**

Developed and presented hands-on workshops: Effective Web Design, Photoshop; Illustrator; Dreamweaver; Flash; Quark Xpress; After Effects.

9|94 - 8|98 **Computer Graphics Instructor, NW College of Art**

Taught print and new media software: Photoshop; Freehand; Extreme 3D; Director; Quark Xpress; Pagemaker; MS Word.

9|93 - 4|95 **Art Director, PI News for Kids, Seattle Post-Intelligencer**

Art Director of special tabloid sections. Photo shoots, content creation (games), layout, direct staff artists.

1|92 - 6|93 **Acting Art Director, The Seattle Times**

Manage staff of 14 news artists. Daily, long-range planning, assign projects. Design, illustrate news pages/sections.

9|89 - 1|90 **Graphic Designer, feature film "White Palace"**
Designed logo for Universal Studios release. Props, signage, set dressing & design.

1|88 - 1|89 **Designer for Special Projects, TIME Magazine**
Art Director for complete special issues: "1968" and "150 Years of Photojournalism." Olympics, 1988 elections.

1983-88 **News Artist, St. Louis Post-Dispatch**
Art direction, illustration, photo illustration & graphics for features and magazine.

1983 **Graphic Designer, KETC St. Louis (PBS affiliate)**
Magazine production, direct mail, broadcast graphics.

education:

BA, Media Communications, Webster University, 1990, with honors

skills:

Software

- | | | |
|---|-------------------------------|-------------------|
| • Dreamweaver MX | • Photoshop 6 | • Quark Xpress 4 |
| • Flash MX 2004 | • HTML, CSS, basic JavaScript | • Premiere 4 |
| • Fireworks MX | • MS Office suite | • After Effects 3 |
| • Illustrator 10 (Adobe Certified Expert) | • Freehand 9 | • Director 6 |

Written Communications

- Information architecture / structure content for navigation
- Developed marketing strategy, messaging and complete text for websites/brochures
- Researched, interviewed and wrote several features for newspapers and magazines
- Developed marketing copy for tourism brochures
- Wrote "Twins of Tassar," a fantasy novel (fifth draft, as yet unpublished)
- Attended Clarion West Writer's Workshop for Fantasy and Science Fiction, 1999
- Studied fiction with Ursula K. LeGuin, Jane Yolen, Greg Bear, Octavia Butler, and others

Video | Audio

- Title sequence, 1999 documentary "Emperor of Hemp" (After Effects)
- Produced and directed "Fire and Ice," student documentary aired on cable, St. Louis
- Video emphasis for BA; production and editing skills
- Recorded and mixed audio CD of a cappella lullabies, (Premiere and Sound Edit 16)

Film

- "White Palace," feature. Logo design, set decoration, props
- "L-Dopa," feature. Preproduction: Storyboards, locations
- "Crazy in love," feature. Storyboards
- Film Production courses, New York University, 1988

Awards | Presentations

- The Seattle Show (Advertising and Design) Silver award; May 2002, for MidEast Diplomacy photo exhibition on Israelis and Palestinians
- Silver AXIEM (Absolute eXcellence Electronic Media) Oct 2001, SAFECO Mutual funds course
- "Creativity and Technology" speaker/presenter, DigitalEve Seattle, March 2001
- Earthlink Homepage contest winner, Advanced category, April 2000
- Best of the Web, Y2G: Roots and Culture, for EcoTeach.com. 12th of 20 Top sites, 1999
- "Art and the Computer" speaker/presenter, Bainbridge Arts and Crafts, 1996
- Walter Cronkite Award, National Association of TV Arts and Sciences (NATAS), St. Louis, 1989
- First Place, Layout and Design, Missouri Press Association, 1987
- Award of Excellence, Photo Editing, National Press Photographer's Association, 1987