

James Richard Casa

front-end web development | illustration

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PROFILE

Front-end developer building thoughtful, user-focused interfaces across evolving, long-term digital products.

TECHNICAL SKILLS

Proficient in: HTML, CSS/SASS/SCSS, JavaScript, WordPress Blocks and Pattern Development and Styling, Bootstrap, VS Studio Code and Copilot AI, Responsive Email Coding and Optimization, Salesforce Marketing Cloud Email Builder, Adobe Creative Cloud, WCAG 2.1/2.2 Compliance (Level AA)

Experience with: Gitlab, React.js, Figma, Jira, Blender, AutoDesk Maya, Ableton Live, MailChimp

FRONT-END DEVELOPMENT + UI/UX/GRAPHIC DESIGN EXPERIENCE

Pace Communications — Greensboro, NC | Front-End Developer [aug. 2017 – mar. 2026]

- Agency experience developing and maintaining websites and email marketing for Pace's portfolio of major brands
- Translated high-fidelity Figma prototypes into pixel-perfect, responsive front-end code
- Engineered reusable WordPress patterns and styled blocks, ensuring a highly accessible content editing experience
- Collaborated with strategy and UI/UX teams to design elegant and informative emails for better click rates
- Utilized top-tier email marketing programs to schedule and send emails and digital newsletters

Prolifiq Software, Inc. — Princeton, NJ | HTML Producer [nov. 2013 – may 2017]

- Drafted emails and landing page mock-ups for several major pharmaceutical brands and medical device companies
- Coded and translated the approved mock-ups into full HTML layouts for email deployment via Prolifiq's software
- Worked with account managers and pharma brand managers to ensure each layout was built to the necessary Federal and Legal requirements
- Transcribed landing page content into various languages for Bristol-Myers Squibb's Europe branches
- Gathered and produced internal process documentation to be used by the production team and account managers

DMi Partners — Philadelphia, PA | Web Designer [july 2009 – sept. 2013]

- Designed, developed, and updated websites, marketing print material, and emails for Fortune 500 companies
- Produced landing pages, email campaigns, and opt-in creatives for client and in-house lead generation
- Organized and facilitated deployment of content via a company-built content management system (Prism)
- Collaborated with SEO specialists to create informative marketing materials, social media, infographics, white-papers, and award-series graphics for DMi's higher education search website, eCollgeFinder.org

Peterson's, a Nelnet Company — Lawrenceville, NJ | Graphic + Web Designer [june 2006 – sept. 2008]

- Worked both independently and with a team of designers to design websites, emails, banner ads and print material for Peterson's educational resource businesses
- Revised Peterson's book cover templates

Miles Technologies — Moorestown, NJ | Graphic + Web Designer [nov. 2005 – june 2006]

- Designed and edited small to medium-sized business client websites
- Designed promotional and informative print material for Miles and clients

Freelance Designer [sept. 2003 – present]

- Created logos for Friends of the Burlington County Library, Inc.
- Designed marketing material for Rutgers University's Cabaret Theatre
- Created logo for Saint Raphael/Holy Angels Parish
- Designed flyers for the Trenton Diocese Council of Deacons Continuing Education Program

EDUCATION

The College of New Jersey (TCNJ) — Ewing, NJ [2001 – 2005]

- BFA in Graphic Design - specialization in Digital Arts
- Dean's List — four consecutive semesters 03–04
- Internship — Graphic/Web Design for the TCNJ Office of College and Community Relations

ACHIEVEMENTS/AWARDS

- 2010 Davey Award — Jack Welch Management Institute | Education Website
- Artwork featured on rock group, The Decemberists' website
- Partial Scholarship — Tyler School of Art, Temple University

EXTRACURRICULAR ACTIVITIES

- Volunteered with the Friends of the NJ Burlington County Library, Inc.
- Catholic Campus Ministries — helped to organize/host a Visiting Clergy Lecture Series
- College Union Board — aided visiting music artist and comedian productions and stage crews