Mariano Santillan

Fayetteville, NC, 28305 | (910) 322-5467 | Mariano@Santillan.cc | linkedin.com/in/mariano-santillan | www.santillan.cc/portfolio

SUMMARY

Accessibility-focused web developer and designer with 20+ years of experience creating standards-compliant digital and print work for military, higher-education, and newsroom environments. Produced visual identity work for Batten University's rebrand, producing 100+ marketing pieces, updated logos, and brand and style guides. Delivered ADA/Section 508 compliance across 1,500+ pages and grew arsof-history.org to 1M+ annual pageviews through SEO. Active Secret clearance.

EXPERIENCE

Contract Web and Print Designer
Fayetteville State University 04/2019 – Present Fayetteville, NC

- CMS (Ingeniux): Site administration, template and CSS customization, content strategy and taxonomy, ADA/WCAG accessibility testing, and editor training
- Maintain the university's CMS-based website, www.uncfsu.edu, ensuring ADA/WCAG compliance across 3,000+ public-facing pages.
- Implemented SEO strategies that improved university website search rankings by 30% across 20 key pages.
- Designed annual reports and promotional collateral for university-wide distribution.
- Created online components and social media campaigns.
- Trained staff across departments in web design and content management best practices.

Contract Web and Print Designer
Batten University 12/2025 – Present Virginia Beach, VA

- Designed graphics, advertising and social media campaigns supporting the branding transition from VWU to Batten University. 100+ pieces produced between Dec 2025 and March 2026.
- Updated internal and external logos for the University's branding transition.
- Created Batten University's brand and style guides for Marketing and Athletics.

Front End Web Developer
U.S. Army Special Operation Forces History Office 04/2018 – 09/2026 Fort Bragg, NC

- Designed and developed websites for internal (NIPR & SIPR) and external military systems, maintaining ADA and Section 508 accessibility compliance across 1,500+ pages.
- Implemented SEO strategies that improved organic visibility and search ranking for arsof-history.org, growing pageviews to over 1 million per year.
- Managed and maintained third-party applications and integrations that support the office's public-facing web presence.
- Created wireframes and interactive prototypes in Figma for new website features, streamlining review and approval
- Managed video content for the office's YouTube channel, growing subscriber count to over 10,000 since launch.
- Leveraged AI-assisted development tools (Claude, Gemini, Google Antigravity) to accelerate prototyping, debugging, and content workflows, improving development turnaround time.
- Managed hosting, DNS, and a Bluehost-to-InMotion migration.
- Ensured cross-browser and cross-device compatibility.
- Rebuilt arsof-history.org from static HTML/CSS/JavaScript to a component-based ReactJS and VueJS architecture (internal build, not publicly released).

Web and Print Designer
The Fayetteville Observer 05/2005 – 04/2018 Fayetteville, NC

- CMS (WordPress, BLOX Digital): Site administration, template and CSS customization, content strategy and taxonomy, ADA/WCAG accessibility testing, and editor training
- API integration of Real Estate Listings into content and advertisements, keeping listings current automatically
- Designed and developed web solutions to present complex data.
- Designed and coded interactive quizzes, games and presentations.
- Created graphics and illustrations for various print and digital publications.

EDUCATION

Columbus College of Art & Design **08/1995 – 05/2000**
Bachelor of Arts (BA), Visual Communication *Columbus, OH*

SKILLS

- **WEB**: HTML5, CSS3, JavaScript, JQuery, Git, JSON, ReactJS, VueJS, WordPress, Web Development, Responsive Web Design, Browser Compatibility Testing, Website Performance Optimization
- **DEVELOPMENT**: Visual Studio Code, Figma
- **DESIGN**: Adobe Creative Suite, Photoshop, Illustrator, InDesign, Acrobat Pro, After Effects, PowerPoint, Graphic Design, Print Design, Typography, Layout Design
- **STANDARDS & COMPLIANCE**: ADA Compliance, Section 508 Compliance, WCAG Accessibility Standards, Web Accessibility, WAVE
- **ANALYTICS**: Google Analytics 4, Google Tag Manager, SEO Best Practices
- **AI-ASSISTED DEVELOPMENT**: Claude, Gemini, Google Antigravity