

Joseph DiCastro

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Summary

Accomplished data engineer with specialties in database development, data analysis, and data visualization. Creative leader with 20 years of professional experience and a certificate in Data Analysis and Data Visualization from Columbia University's School of Engineering and Applied Science. Expertise building data-driven applications, websites, and other interactive visual experiences that combine both analytical rigor and creative presentation. Recognized ability to successfully collaborate with multiple levels of an organization's hierarchy to deliver best-in-class business solutions. Thrives in creative and analytical environments, and looking for positions to make a positive difference in the world around us.

Professional Experience

Joseph DiCastro LLC

February 2019 - Current

Data Engineer and Data Visualization Developer, Owner

Brooklyn, NY

Business owner of Joseph DiCastro LLC, a boutique software engineering consultancy specializing in interactive data visualizations, data analysis and engineering, database application design and development, and systems integration.

Notable Projects

- **VisualizingSEP.com**
Interactive Data Visualization of the Stanford Encyclopedia of Philosophy, a 1700+ article encyclopedia that is one of web's great resources on the history and practice of philosophy. This application is a new kind of visual search engine that allows exploring and navigating large-scale, interconnected datasets with ease and power.
- **Data Engineering for Major International Food Distributor**
Design, development, integration, management, and maintenance of multiple databases for international food distributor with revenues greater than \$100 million. The databases are responsible for tracking, shipping, distributing, and providing quality control across the company's entire supply chain, which spans North, Central, and South America.
- **Database Development for Milford Health Department**
Database development and upgrades of central repository for a large-scale, multi-year public health study investigating interventions and treatments for people with asthma. The Milford Health Department is the local public health authority for the City of Milford, Connecticut.

Belluck & Fox, LLP

February 2007 - February 2019

Director of Data Systems and Marketing

New York, NY

Director-level position responsible for all business solutions related to data system development, database management, business practice analysis, and workflow automation for Belluck & Fox, LLP, ranked by US News & World Reports as one of the "Best Law Firms of America". Also directed the firm's marketing and advertising initiatives. It was in respect to the over-sized scope of my responsibilities that the firm created the title of "Director of Data Systems and Marketing" especially for me.

Major Accomplishments: Data Systems and Business Practices

- Belluck & Fox Settlements Database. Custom application that tracked more than \$1 Billion in settlements, trial verdicts, and client payments. Developed the entire system, from architecture to interface to its reporting capabilities, providing a real-time representation of the status of every case, settlement, payment, and distribution among more than ten thousand actions, cases, and filings. No other law firm at the time had a system matching its scope.
- Customized LexisNexis Time Matters. Led the complete redesign and redevelopment of a major upgrade to LexisNexis TimeMatters, the firm's primary practice management system. Performed significant use case research among all stakeholders; designed the interface and information architecture; reverse-engineered the (unpublished) reporting API to provide greater reporting capabilities than the program's native reporting structures provided. The new application revolutionized the trial paralegals daily workflow, leading to a 10-20% increase in average weekly productivity.
- Belluck & Fox Business Intelligence Application. Engineered a custom BI application that integrated information from the Settlements Database, TimeMatters, and LexisNexis PCLAW (the firm's accounting software), to provide a complete view into the firm's entire business operations.
- Worked closely with the accounting department in the management and distribution of client funds. When the long-time bookkeeper left the firm, I performed many of these functions on an interim basis, including evaluating client trust accounts; processing payments to clients and referral partners; as well as analyzing and distributing monies for a subset of clients with highly specific and regulated distribution requirements governed by New York State courts.
- Lead the audit response team and worked closely with compliance officers to develop and produce reports as needed.

Professional Experience

Belluck & Fox, LLP (continued)

February 2007 - February 2019

Director of Data Systems and Marketing

New York, NY

Major Accomplishments: Marketing and Advertising

- Working closely with the Managing Partner and outside vendors, I helped design, develop, and implement the firm's digital marketing & advertising strategies. New client sign-up increased almost every year, and the firm tripled its total recoveries during this time to over \$1 Billion.
- Managed an outside digital marketing firm in the creation and implementation of the firm's web marketing strategies, working closely with them in designing and developing the content for the firm's two major websites, www.belluckfox.com and www.mesotheliomahelp.org. During this time, the firm achieved top 10 Google results for "mesothelioma" and "asbestos" keywords, the most competitive and expensive keywords in the entire realm of SEO and digital marketing.
- Designed and developed a searchable web application identifying the country's top lung cancer and mesothelioma specialists so that cancer patients could find the doctors closest to them.
- Other marketing-related functions included the design of every print ad and brochure released by the firm; the development of multiple other websites; the writing and editing of press releases, and other external communications; the entire design of the book "A Patient's Guide to Mesothelioma", written by Joseph W. Belluck, the firm's Managing Partner (available on Amazon.com); all firm portrait photography, and other product- or marketing-related photography as needed.

Curtis, Mallet-Prevost, Colt & Mosle LLP

January 2005 - February 2007

Marketing Knowledge Coordinator

New York, NY

Database and web design, content development, information management for all marketing-related activities for major international law firm.

Multiple Contract & Freelance Projects

December 2002 - February 2007

Database and Web Development

New York, NY

Database development, web and visual design, and content creation for a variety of short- and long-term contracts spread throughout multiple industries, including academic research, e-commerce, healthcare, and independent filmmaking.

Technical Knowledge

Domains:	Database Design and Development; Data Engineering and Analysis; Interactive Data Visualization; Web Design and Development; Workflow Automation; Systems Integration
Languages:	Python, SQL; VBA; HTML; Javascript; CSS
Data & Analysis Tools:	Expert-level MS Access; MS SQL Server; MongoDB; PostgreSQL; MS Excel; PANDAS, SQL Alchemy; Flask
Visualization & Web:	D3, Bootstrap, Plotly, Matplotlib, BeautifulSoup
General Applications:	VSCode; Jupyter Notebooks; Adobe Photoshop; LexisNexis TimeMatters & PClaw

Major Projects

- **VisualizingSEP.com**
Interactive Data Visualization of the Stanford Encyclopedia of Philosophy. This major project utilized D3, Javascript, and Bootstrap on the front-end, with a back-end architecture involving Python, web scraping with BeautifulSoup, and MongoDB. Development Time: 10 months.
- **Belluck & Fox Settlements Database.** Custom application that tracked more than \$1 Billion in settlements, trial verdicts, and client payments. This custom MS Access & SQL Server was developed over a 6 month period, and then continually upgraded and maintained over a 10 year period.
- **Belluck & Fox Business Intelligence Application.** This custom MS Access & SQL Server application integrated three separate applications into a single reporting structure. Development time: 9 months.

Education

- Columbia University, School of Engineering and Applied Science, 2020:
Certificate in Data Analysis and Data Visualization
- Emerson College, 1997: Bachelor of Science: Mass Communications, with minor in Philosophy.