

# Brandon Castro Creative Director / Art Director

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## SUMMARY

Art Director with strong experience in concept development, branding, and visual strategy. I guide creative from early ideas to final execution and specialize in editorial content and social-focused campaigns. I work closely with designers, photographers, and copywriters to deliver clear and polished work across many channels.

I focus on building unified visual systems, supporting shoots, and shaping the final output so it aligns with the brand and the project goals. I combine strategy and creativity to develop work that feels thoughtful and current. Inspired by culture, fashion, and photography, I bring a forward-looking approach that strengthens the brand and its creative presence.

## SKILLS

- Art Direction
- Campaign Development
- Brand Identity Systems
- Visual Strategy
- Team Leadership & Mentorship
- Cross-Functional Collaboration
- Photoshoot Direction
- Apparel Tech Packs
- Adobe Creative Suite
- Figma

## AWARDS

### Leaflink (2023) - STIIIZY

- Top Selling Brand - Arizona, Nevada
- 2nd Fastest Growing Brand - Nevada
- 2nd Top Selling Brand - Michigan

### Leaflink (2021) - Sunderstorm Inc.

- Winner for Best Advertising

### Leaflink (2020) - Sunderstorm Inc.

- Winner for Most Creative Advertising

## EDUCATION

### Georgia Southern University Bachelor of Fine Arts, Graphic Design

- President's List: Fall 2015 - Fall 2016
- Dean's List: Fall 2014, Spring 2017, Fall 2017

## WORK EXPERIENCE

### Freelance | Creative Director, Art Director, Creative Strategist | Ongoing

- Built complete brand identities for emerging and start-up brands, including logo systems, visual language, and overall creative direction.
- Developed social media graphics, campaign visuals, and photo edits for clients such as BAA clothing, Blair Pierce jewelry, and Allstr eSports, ensuring polished and platform-ready content.
- Directed and shot product and lifestyle photos, delivering clean images for ecommerce as well as for social posts.
- Edited and produced Instagram Reels, TikTok videos, and short-form content, shaping narratives that align with each brand's tone and audience.
- Supported founders and small teams with everything from concept development and mood-boards to final asset creation, assisting their project's original idea.
- Worked efficiently in a fully remote setup, collaborating through calls, shared folders, and digital workflows to deliver high-quality work on flexible timelines.

### STIIIZY | Art Director | October 2022 - Present

- Directed the creative vision for multi-platform campaigns and more than 8 store grand openings, ensuring all visuals supported brand goals across retail, social, and experiential channels
- Led a team of designers to concept and execute campaigns for product launches, blending design, copy, cultural trends, and content into clear and unified visuals
- Developed creative briefs, timelines, and deliverables that shaped strategy and guided projects from early concept through final execution
- Served as the creative lead for apparel initiatives and guided the apparel team through the creation of accurate and intuitive tech packs for seasonal drops
- Maintained and evolved the STIIIZY brand identity by producing work that stayed culturally relevant, visually consistent, and aligned with long-term brand direction
- Mentored designers across multiple disciplines, fostering a high-performing team environment built on clarity, growth, and strong creative output
- Ensured all creative work met aligned with constantly shifting regulations across regions and platforms while preserving visual quality and brand integrity

### KANHA | Senior Designer | Feb. 2020 - Oct. 2022

- Partnered with the marketing manager to develop creative concepts and detailed style guides for large scale media campaigns
- Managed end-to-end execution of campaigns from ideation through final production, ensuring alignment with brand strategy and cultural trends
- Designed and launched packaging for multiple new products, increasing brand visibility and driving consumer engagement across national markets
- Delivered creative assets across a wide range of touchpoints from trade show booths to print collateral, digital ads, and brand identity systems

### Clever Tiger | Graphic Designer | October 2018 - February 2020

- Designed layouts, motion graphics, and brand systems for clients across diverse industries, always within strict brand guidelines
- Managed multiple design projects under tight deadlines, adapting quickly to shifting priorities and client needs
- Collaborated cross-functionally to execute cohesive visual themes across print and environmental media

### Georgia Southern University Auxiliary Services Marketing

#### Graphic Designer | October 2018 - February 2020

- Designed marketing materials and event branding across multiple formats
- Maintained visual consistency for campus-wide creative campaigns in alignment with cultural trends and university standards

[References available upon request]