

Brandon Castro Art Director / Brand Marketing

Los Angeles, CA
www.bcast.design

itsBCast@gmail.com
linkedin.com/in/bcastdesign

(770) 639-6528



SUMMARY

Creative 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

WORK EXPERIENCE

Freelance | Creative | June 2025 - Present

- Synfinite Labs - Aided during their branding transition from The Terpene Store to Synfinite Labs by designing new imagery and packaging that aligns with their new brand identity.
- KANHA Gummies - Concepted and designed in-store build outs, display case interior artwork, and wall/mural artwork for their large line of products.
- LIME - Aided in the early stages of their brand development as well as in-store build outs and display case interiors.
- Built complete brand identities for emerging and start-up brands, including logo systems, visual language, and overall creative direction.
- Developed social media graphics and campaign visuals, as well as directed photoshoots for clients such as BAA clothing, Blair Pierce jewelry, and Allstr eSports.
- 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 - June 2025

- 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 digital 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]