

SUMMARY:

Established creative director, art director and UX/UI designer with 15+ years experience developing visual media for both print and web. Wide range of experience both leading and contributing to large scale projects for entertainment, corporate and interactive marketing firms. Effects smooth communication between clients, designers and programmers while managing teams and tasks. Dynamic problem solver with a comprehensive understanding and track record for combining lifestyle and corporate interests in design. Early accomplishments and credibility as an urban graffiti artist meshed with a rigorous design school education and a firm understanding of interactive web and mobile development lends to results that stand out. Fluent in English and Spanish.

EXPERIENCE:

ROSETTA / PUBLICIS GROUPE

UX Design Director: (2/15 - Present)

BLUBOX GAMES / COLLISION STUDIOS

UX/UI Design Director, Mobile Games: (7/14 - 12/14)

- + Led the user experience and visual design for all BluBox Games. Had oversight on the visual/UI design team as well as worked closely with our in-house game designers to develop UX/UI best practices and game design guidelines for these mobile games. Including research on similar/competitor games, user flows, complete wireframes of game design/game play and build interactive prototypes.
- + Worked closely with producers, marketing and copywriters to conceptualize, design and execute visual solutions for these games, including marketing assets; platform submission assets, such as game logos, icons, splash images and consumer benefit screens.
- + Responsibilities also included art direction, mentoring and overseeing a growing visual/UI design team on user-centered UX/UI design principles and methodologies, as well as being in charge of approvals on all artwork to ensure consistency of design across all channels for BluBox Games, all creative deadlines and client UX/UI needs.
- + UX/UI design direction on: FastFinger, Fortress Fury, Barbie Dream Careers (Mattel) (UX/UI oversight only) and Monster High Ghouls & Jewels (Mattel). Available games may be found on the App Store or Google Play

ELECTRONIC ARTS INTERACTIVE/SOCIAL MOBILE PUBLISHING

UX/UI Design Manager, Interactive: (10/12 - 5/13)

- + Lead the design of information architecture, interaction flow and UI design for EA Mobile Interactive Marketing, Main Menu (UX/UI) and In-Game Store (UX/UI).
- + Concepted, developed and executed worldwide in-game promotions and catalog sales across multiple platforms, from user flows and wireframes to mockups and design.
- + Developed UX/UI best practices and design guidelines for mobile games and consulted with game teams on front-end store design and gameplay (UX/UI).
- + Provided art direction to a growing interactive development team, mentoring colleagues on user-centered design principles and methodologies.
- + Incorporated usability and focus groups testing results to validate interaction design and product direction.

ELECTRONIC ARTS INTERACTIVE/SOCIAL MOBILE PUBLISHING, GLOBAL CREATIVE GROUP

Senior Creative Consultant, Acquisitions: (7/11 - 7/12)

- + Art direction and design management: reviewed and approved all artwork that came through the EA Interactive Creative Services department to ensure consistency of design across all channels for EA mobile Games.
- + Worked closely with producers, designers and copywriters to develop creative concepts for a variety of game-related projects, including promotions and marketing; platform submission assets, such as game logos, icons, splash images and consumer benefit screens; plus interactive/web design (UX/UI), interactive PODs and other mobile and print assets.

- + Duties also include mentoring, inspiring and overseeing design team of 8 (EALA & EA Romania) while still reporting to the Sr. Design Manager.
- + Designed and developed EA Daily Deals 1.0 and 2.0 – a multi-platform promotional site for games worldwide – including UX/UI design processes, art direction and daily production needs.

HI DEF MEDIA, LLC

Creative Director/UX/UI Design Director/Artist Manager/A&R: (7/97 - Present)

- + Creative direction, design (UX/UI) and project manage corporate and entertainment websites & apps, album campaigns and promotional packages including materials such as CD and Vinyl singles/albums (digital/hard copy), stickers, posters, flats, magazine ads, billboards, ad banners, movie/artist websites (UX/UI), and clothing/shoe designs.
- + Create and design corporate and entertainment branding through logo identity and establish the overall look of all marketing/promotional materials.
- + Artist management/artist development with artist/producers signed to major and indie labels.
- + Responsibilities also include marketing and product placement for numerous brands to entertainers, professional athletes, celebrities and anyone in between.

REBEL MUSIC GROUP/UNIVERSAL MUSIC GROUP

Creative Director/Designer/Label Manager/A&R: (3/07 - 4/12)

- + Creative direction, design and project manage of all album campaigns, from retail, promotional marketing to online and advanced media tools.
- + Responsible for all record label decisions. Approving and managing the production schedules, budgets and release dates of all music and content.
- + Head of A&R with main focus of recruiting new talent, guiding artist and getting guest appearances for their releases.

INTERNATIONAL SYNDICATED RADIO & MTV SHOW, THE “WAKE UP SHOW” WITH SWAY & KING TECH

Creative Director/Designer/Producer: (7/98 - 9/10)

- + Organize shows and production schedules; gather production elements and book recording artist for interviews and guest appearances.
- + Art direct, design and maintain the “Wake Up Show” brand consistent throughout all media such as TV, print, web and promotional items.
- + Coordinate the production & post-production of both the radio and TV show.

DEWEY SQUARE GROUP/MEDIA 50 GROUP

Creative Director: (4/08 - 6/09)

- + Creative direction & design for online campaigns in the corporate industry from branding to political websites. Primary duties included overseeing Maria Shriver’s website for The Women’s Conference.

ANGELES RECORDS/UNIVERSAL MUSIC GROUP

Creative Director/Designer/Label Manager/A&R: (2/05 - 2/08)

- + Creative direction, design and project manage of all album campaigns, from retail, promotional marketing to online and advanced media tools.
- + Responsible for all record label decisions. Approving and managing the production schedules, budgets and release dates of all music and content.
- + Artist development with main focus of recruiting new talent, guiding artist and getting guest appearances for their releases.

SONY CONNECT

Art Director/Designer Consultant: (8/05 - 12/06)

- + Art direction and design of marketing & promotional material for online store: connect.com.
- + Custom artist pages, artist interview pages, seasonal promotional campaigns, and all online store promotes/ads.



BLAST RADIUS

Art Director/Designer Consultant: (11/03 - 3/04)

- + Create, design and program user interfaces for new technology programs and applications, flash animations, movie and video game websites, flash games and web-based music players.

SONY PICTURES DIGITAL ENTERTAINMENT - SONY SCREENBLAST

Art Director/Sr. Producer: (7/02 - 11/03)

- + Managed the "Wake Up Show" business proposal, budget and art direction of the web launch. Communicated the culture and target audience of the hip hop community, which was the basis for the art direction and site design.
- + In charge of overseeing and producing the "Wake Up Show" project from inception to continual day-to-day details/tasks necessary to maintain the quality content of the website.
- + Created and directed "look and feel" for Screenblast.com along with the Sr. Art Director
- + Duties included overseeing a design team of eight, as well as being in charge of all creative deadlines
- + Conceptualized, designed, animated, and edited the dynamic Flash-based templates, e-cards, photo albums, scrap books, music players, and designed promotional print materials bundled with Sony VAIO laptops.

SONY PICTURES DIGITAL ENTERTAINMENT

Senior Designer: (12/00 - 7/02)

- + Designed and programmed film, television & entertainment websites such as Girl Interrupted, Girlfight, Black & White, Center Stage and Dawson's Creek, Flash user interfaces, training modules, ad banners, QA/Beta test site launches, and coordinate with the Art Director and Producers.
- + Managed a design team of four while reporting to the Art Director, resulting in the launch of Screen blast 1.0.

SONY - COLUMBIA TRISTAR INTERACTIVE

Head Designer: (11/99 - 12/00)

- + Designed and launched daily entertainment website entitled Unitic.com that served as a beta test site for future one stop site called Sony Screenblast.
- + Responsible for daily updates, ad banners, and weekly redesigns of Unitic's home page.

TRW SYSTEMS & INFORMATION TECHNOLOGY GROUP

Graphic/Web Designer: (5/98 - 11/99)

- + Created and designed TRW government product websites in HTML and Flash.
- + Designed all training modules and marketing materials such as government proposals, brochures, flyers, etc.
- + Designed and developed the look of newly launched TRW products.

EDUCATION:

CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS, CARSON, CA
 Bachelor of Arts degree in Design with a minor in Business
 (May 1998)

CALIFORNIA STATE UNIVERSITY, NORTHRIDGE, NORTHRIDGE, CA
 Undergraduate studies, Electrical and Civil Engineering
 (August 1992 - May 1994)

SOFTWARE PROFICIENCY:

MAC/PC	Adobe Dreamweaver CS	Axure RP Pro	Pro Tools
Adobe Photoshop CS	Adobe InDesign CS	QuarkXpress	Microsoft Office
Adobe Illustrator CS	Adobe Flash CS	OmniGraffe	HTML, HTML5, CSS

(Portfolio: <http://jcastillojr.com> // References Available Upon Request)