

DESIGNER AND CREATIVE

Erick Rafael Castillo Álvarez

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33 years old

Born on July 5th, 1987

English and Spanish languages spoken

Currently based in Mexico City

Book at nosoydeacapulco.com

I'm a graphic designer and creative, graduated from the Graphic Design Major of Lasalle University at Mexico City, and also a graduate of Digital Invaders school at their 6.0 Webscout.

For the last 12 years I've been working with several brands on creative and art direction projects, both on traditional and digital tasks.

I consider myself to have a multidisciplinary profile, which has taken me to involve myself very often on design consulting in a very wide range of projects. From video direction and editing, to photography, branding, illustration, social media content, web design, brand activations, paid media, typography, animation, and more.

ACADEMIC STUDIES

Major in Graphic Design

Lasalle University CDMX

Cédula profesional: 7544587

CURP CAAE870705HGRSLR00

2005-2009

Branding Specialty

Lasalle University CDMX

2010 - 2011

COURSES

Webscout 6.0 at Digital Invaders

Grupo W, Saltillo, Coahuila

Agosto 2011 - Diciembre 2011

Strategic Thinking

Academia Mexicana de Creatividad

2019

PROFFESIONAL BACKGROUND

La Agencia Viva! & La Doblevida

Creative Director & Head of art

Since July 2016

Art & Creative direction, development and direction on digital advertising and social media branded content, work team management, web and digital design, frontend guidance, project management; artwork for pitches, festivals and special projects. Photography and video direction for content creation, production supervision and branding projects, creativity for social media, branding, and more.

Most important clients

Levi's, Ferrero, Banco Azteca, Tomiín, Puerto Vallarta, Nutella, Easy, Mabe, Subway

Wunderman

Associate Creative Director and Designer

March 2013 - May 2014

Art & Creative direction, development and direction on digital advertising and social media, work team management, web and digital design (apps, games, wireframes, navigation flux), frontend guide, project management; art for pitches, festivals and special projects. Talks and workshops focused on creativity and design

Most important clients

Movistar, Paypal, Nestlé Nutrición Infantil, Banamex & Netflix.

Kansei Lab

Art director and Creative

March 2013 - May 2014

Doubleyou

Concept and Art

June 2012 - October 2012

Diablo

Head of art

February 2009 - September 2011

Coloürs

Graphic Designer

February 2008 - February 2009

SOME AWARDS

Effie Awards 2017

Silver

"Ferrero Rocher Golden Symphony"

La Doblevida / Upgrade

Ojo de Iberoamérica

Gold New Talents 2011

"Youtube's Donor day"

Digital Invaders

Círculo Creativo 2013

Bronze Promotional campaign

"Pídele un deseo a una Easy"

Doubleyou

Midas Awards 2014

Gold at Art direction

"Banamex Postcards from the future"

Wunderman

OTHER INTERESTS

Workshops and Talks

I've been invited to provide workshops and talks about Digital Design and Digital Creativity in some schools such as Lasalle University.

Hobbies

Digital culture, music, digital illustration, photography, and videogames.