

Rafael Castillo

Creative Art Director // nosoydeacapulco.com

My name is Rafael Castillo, and I'm multidisciplinary designer and creative based in Mexico City. Art Direction, Creative Direction, and Consulting are the main services I offer, but I do have a lot of experience in many other areas as well that require visual production skills such as video or animation.

For the last 16 years I've worked with clients such as Levi's, Ferrero, Easy, Subway, PayPal, Pernod Ricard, Movistar, Telcel, Banco Azteca, Unilever (Dove, Degree, AXE, TresEmmé, Magnum, Good Humor, Knorr, Hellmann's, Klondike, Ben & Jerrys, Nexxus), Nestlé, among many others, on both digital and traditional environments, on charge of art and creative direction. Thanks to this, I consider myself as a strong visual storyteller with an integrated profile.

E-commerce, digital campaigns and content for social media is where I've made most of my work for the last 10 years. I can also work on traditional projects but digital ones are my favorites and the ones I enjoy the most. I also have experience working with studios and on production projects, putting together pitches and complex communication projects, as well as presenting to clients, and managing everyday work and creative teams. Currently remotely working with people in countries such as Mexico, US, Colombia, Brazil, Canada, UK, India and South Africa.

Work experience

Oliver +

Design Lead // Since July 2021

Project management, creative and art direction for e-commerce projects, photography and video direction for content creation, production supervision, quality assurance and workflow management, team management, copywriting, team onboarding. Mostly work with U-Studio, Unilever's multi awarded inhouse agency working with brands such as Dove, Magnum, Knorr, Degree, Axe, TresEmmé, Nexxus, Vaseline, Popsicle, Good Humor and more.

La Agencia Viva! & La Doblevida

Creative Director & Head of art // July 2016 - July 2021

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.

Wunderman MX

Associate Art Director // 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

Kansei Lab

Associate Art Director
March 2013 - May 2014

Doubleyou

Art Director and
Concept
Jun - Oct 2012

Diablo

Head of Art
Feb 2009 - Sept 2011

Colours

Designer
Feb 2008 - Feb 2009

Key info

Based in Mexico City

English and Spanish languages spoken

zer107@gmail.com

Born Jul 5th, 1987, 36 years old male

Studies

Major in Graphic Design

Lasalle University CDMX
2005-2009

Branding Specialty

Lasalle University CDMX
2010 - 2011

COURSES

Webscout 6.0 at Digital Invaders

Grupo W, Saltillo, Coahuila
Aug 2011 - Dec 2011

Strategic Thinking

Academia Mexicana de Creatividad
2019

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, fashion, digital illustration, photography, and videogames.