

CESAR DE CASTRO

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<http://cdc.cesardecastro.net>

Education

Art Center College of Design

Bachelor of Fine Arts

Craft

Strategy, Experience Design

UX/UI, Creative Direction,

Art/Design Direction, Product

Apps/Systems, Gaming,

VR/AR/Mixed Reality,

Social Media, Content, Branding,

Advertising, Marketing, Mobile,

E-Commerce, Operations,

Creative Management

Clients

Apple, AARP, Charles Schwab,

Coutts, De Beers, Don Julio

Tequila, E*Trade, GAP, General

Mills, Home Depot, HSBC Bank,

Johnson & Johnson, Legg Mason,

L'Oréal, Lowes, Michelin,

Microsoft, M&Ms, NARS, NBA,

Nestlé Purina, NHS, Nike, Nokia,

Phones 4U, Public Health

England, RBS / NatWest, Ricoh,

Sequoia Capital, Sony, Smirnoff,

State Farm, Stolichnaya, Subaru,

T-Mobile, Toyota, UnitedHealth

Group, University of Phoenix, US

Marine Corps, Verizon, Yahoo

ENTREPRENEUR

SEE THE SEA LABS | Los Angeles, CA

- Spearheaded the strategic design and development of product and service solutions leveraging emerging technologies to positively impact healthcare, sustainability, and public safety.
- Founded and led multiple projects, including ASA-VR, Bright, Circular, Firstfold, Mind Print, and Nightingale, demonstrating entrepreneurial drive and innovation.

EXPERIENCE DESIGN STRATEGIST + CREATIVE CONSULTANT

CDC CREATIVE DESIGN CONSULTING | New York, NY / Los Angeles, CA

- Provided experience design strategy, creative direction, and UX/UI design for a diverse range of clients, including Fortune 500 companies, startups, and agencies.
- Collaborated with cross-functional teams to deliver exceptional digital media content, brand design, and product/service UX/UI design solutions.

CREATIVE DIRECTOR

SAPIENTNITRO | London, UK

- Led brand experience strategy and creative direction for product design and marketing initiatives, driving impactful results for clients such as RBS/NatWest, NHS, and Public Health England.
- Built and led multi-discipline teams to craft innovative projects and transform digital capabilities, demonstrating strong leadership and strategic vision.

VP PARTNER, CREATIVE DIRECTOR

J. WALTER THOMPSON / RMG CONNECT | New York, NY

- Directed creative efforts for network accounts and new business ventures, fostering team growth, and nurturing internal/external relationships to drive business growth.
- Transformed agency services and built new capabilities across offices, demonstrating business acumen and operational leadership.

SENIOR CREATIVE

R/GA | New York, NY

- Led creative teams on concurrent accounts, mentoring talent and contributing to business development efforts for clients including Nike, Johnson & Johnson, and Verizon.
- Collaborated with cross-disciplinary teams to deliver innovative solutions, demonstrating adaptability and collaboration skills.

CESAR DE CASTRO

Recognition

Ultraleap Touchless Haptics
MIT Reality Virtually
IXDA Interaction Awards
Campaign BIG Awards
The Lovies
UXUK Awards
ADDY
Effie
DMA ECHO Awards
Communicator Awards
Cannes Lions
Communication Arts
Print Magazine
London Intl. Ad Awards

ENTREPRENEURIAL

- Experienced design leader with a proven track record of driving innovation and delivering impactful design at a global scale.
- Profiled and researched market environments and challenges
- Identified strategic whitespaces for disruptive ideas and solutions
- Network, build and direct teams and partners
- Developed business propositions and growth models
- Architected and designed product / service journeys

CREATIVE DESIGN LEADER

- Champion of business brand vision
- Proven experience leading and scaling high-performance design teams, with a focus on delivering impactful products at a global scale
- Strategically focused brand storyteller with creative rigor
- Keen on design thinking, emerging technologies, practices, and trends
- Led creative multi-platform initiatives for local and global markets
- Author and craft rewarding brand experiences across ecosystems
- Architect journeys that connect and deliver real value to people
- Hands-on creative strategist, ux/ui experience designer, and content creator
- Experience presenting to executives and leading large-scale presentations

PEOPLE FOCUSED

- Passionate about nurturing creative cultures
- Recruited, developed, mentored and inspired individuals
- Managed a range of talent from new grads to experienced people
- Motivated, encouraged, and facilitated inspired actions
- Directed teams across differing geographical locations
- Strong collaboration skills, with a demonstrated ability to work closely with cross-functional stakeholders and drive alignment
- Fostered deeper internal and external relationships to grow businesses

BUSINESS ADVOCATE

- Built and rebuilt creative capabilities to scale and grow
- Active in business development
- Partner and facilitator in developing integrated thinking
- Operational know-how: fiscal and utilization planning
- Experienced creative recruiter