

# CESAR DE CASTRO

Executive Creative Director / Brand & UX Strategist / Digital Experience Designer

E [cesar@cesardecastro.net](mailto:cesar@cesardecastro.net) M +001 (213) 379 4390 P <http://cdc.cesardecastro.net>

Executive Creative & Design Consultant who reframes complex business challenges into unexpected brand and product solutions, delivering bold, original work across brand strategy, product design, UX, and digital transformation for Apple, Nike, Nestlé, Microsoft, Sony, and 30+ world-class brands. A builder of high-performance multidisciplinary teams across continents, fostering creative cultures where unconventional thinking becomes real, lasting work.

Creative Direction | Product Design | Experience Strategy | UX / UI | Design Systems | Human-Centered Design | Digital Transformation | Emerging Technology | Brand Strategy | Team Leadership & Talent Development | Creative Operations | Integrated Marketing & Campaign | Art Direction | Graphic Design

## Founder & Creative Design Director

**See The Sea Labs** | Los Angeles, CA

**Ventures:** ASA-VR, Bright, Cirqular, FirstFold, Kaya Health, Mind Print, Nightingale, Vendoor

- Founded a creative technology practice designing ventures across healthcare, sustainability, public safety, and retail using AI, blockchain, mixed reality, and emerging tech
- Created ventures from inception, directing product strategy, brand identity, UX/CX, and go-to-market across simultaneous independent workstreams
- Collaborated with small multidisciplinary co-founder teams per venture, driving creative vision and shaping cultures that harnessed emerging technologies to bring unconventional ideas to life

## Executive Creative & Design Consultant, Brand & Product

**cdc creative design consulting** | San Francisco, CA / New York, NY / Los Angeles, CA

**Select Clients:** Apple, Charles Schwab, Don Julio, Deutsche Börse, E\*Trade, Gap, Fiat, General Mills, Home Depot, Microsoft, M&M's, NARS, NBA, Sequoia Capital, Sony, Stanford University, State Farm, T-Mobile, Toyota, UC Berkeley, Yahoo!, VISA

- Drove brand growth and market impact for Fortune 500 and growth-stage clients across consumer, healthcare, and financial services by delivering integrated brand strategy, product design, UX, and digital experience solutions
- Earned a 30+ client roster of world-class brands by consistently reframing complex briefs into unexpected creative solutions that opened new competitive territory
- Delivered scalable creative solutions across 30+ engagements by assembling and directing a specialized network of designers, strategists, technologists, and producers tailored to each client challenge
- Directed distributed creative teams in New York, San Francisco, and Los Angeles

## Creative Director

**Sapient** | London, UK

**Select Clients:** NHS, Public Health England, RBS-NatWest, British Gas

- Shaped creative vision for large-scale digital transformation across UK public sector and financial services, redefining how citizens and customers navigate complex services
- United designers, strategists, and technologists around a human-centered vision, turning complex service challenges into intuitive, impactful solutions

- Cultivated a high-performance creative culture at Sapient London, mentoring and educating talent across disciplines to elevate individual and collective creative output
- Produced award-winning work recognized by IxDA Interaction Awards, Campaign BIG Awards, and The Lovies

### VP Partner / Creative Director

**JWT / RMG Connect** (WPP) | New York, NY

**Select Clients:** AARP, DeBeers, FEMA, HSBC Bank, SCANA Energy, UnitedHealth Group, US Marine Corps

- Delivered high-impact brand work across financial services, healthcare, government, and consumer categories by leading creative vision at VP level and stewarding C-suite partnerships that drove long-term client growth
- Raised creative output and team performance across JWT/RMG Connect by recruiting, mentoring, and developing multidisciplinary talent from emerging creatives to senior directors, building a culture of craft, ambition, and excellence
- Produced award-winning integrated campaigns across digital, social, experiential, and traditional channels recognized by the Effie Awards, ADDY Awards, DMA ECHO Awards, and London International Advertising Awards by challenging category conventions and reshaping brand narratives

### Senior Creative

**R/GA** | New York, NY

**Select Clients:** Nike, Nestlé Purina, Subaru, Verizon, J&J, L'Oréal, Coca-Cola, Lowe's, Legg Mason, Univ. of Phoenix

- Contributed to landmark digital brand experiences at one of the most awarded interactive agencies in the world, earning recognition from Cannes Lions, Communication Arts, and Communicator Awards
- Worked across brand identity, interactive design, content development, and digital advertising for globally recognized consumer, technology, retail, education, and financial services brands
- Developed foundational expertise in interactive narrative, visual problem-solving, and technology-driven brand storytelling that informs every creative challenge since

### EARLY CAREER

Began creative career designing video games including Batman, Star Wars, and Super Mario Bros., embedding technology, interactive narrative, and human-centered storytelling into a foundation that informs every brand and product challenge since.

### TOOLS & CAPABILITIES

Adobe Creative Suite | Figma | Sketch | Design Systems | Motion Graphics | Video Editing | User Research | Content Development | Keynote | Google Workspace | Emerging Creative Tools | Established Media Channels

### RECOGNITION & AWARDS

IxDA Interaction Awards • MIT Reality Virtuality • Ultraleap Touchless Haptics • Cannes Lions • Effie Awards • Campaign BIG Awards • ADDY Awards • DMA ECHO Awards • Communicator Awards • London International Advertising Awards

### EDUCATION

Art Center College of Design, Pasadena CA, Bachelors of Fine Arts

### PORTFOLIO

<http://cdc.cesardecastro.net>