



# ALEXANDER JOHN AGUILAR CASTRO II

BRAND DEVELOPER / DESIGN LEAD

## Capacity

Creative Direction / Art Direction / Project Management / Brand Development / Product Development / Strategy / Content Development / Digital Marketing / Graphic Design / Motion Design / Animation / Illustration / Production / Post Production & Supervision / Direction ( Live Action / 2D + 3D) / Data Visualisation / Asset Management

## Digital Proficiency

### Media & Data Management

Google / Facebook / Linkedin Analytics

### Advertising Management

Google Adsense / Google Adwords / Google Merchant Center / Facebook Ad Manager / Linkedin Campaign Manager / Instagram Business

**Creative Software Management** - Adobe Creative Suite / C4D

**Administrative** - Office365 / MS Office / Sharepoint

**Platform Management** - Windows / Mac

[www.indiegod.net/](http://www.indiegod.net/)

Industry Experience 16 years

## BACKGROUND

### TOA Global Brand Design Lead (ANZ / US / PH)

June 2018 - Present

My role is to cultivate a visual language that would create a brand persona reflecting the values and goals of the company. Directly responsible in elevating the quality of work through its visual communications and ensuring a consistent level of production respectful to the business' projection - a global brand for a new world of work.

### Videogfx.store Founder / Product Developer (ANZ / NA / LATAM / EMEA / APAC)

June 2017 - Present

VideoGFX is a Digital Store that provides access to high-quality Digital Products for video creation at a very cheap, and ridiculously low cost.

Each product comes in a Package and inside each package is a full set of Video Graphics Materials designed to boost your editing productivity and reduce work while maintaining great video outputs.

## EDUCATION

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### UNIVERSITY OF THE PHILIPPINES (DILIMAN)

College of Fine Arts

CFA Visual Communications Major in Advertising  
1999 - 2002

Bachelor Units in Visual Communications  
Major in Advertising  
2002 - 2003

## AFFILIATIONS

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### BLOOD DONORS NETWORK (BDN)

Co-Founder / Creative Communications Director

March 2013-Present

BDN is a non-profit organization that aims to fill the gaps of blood supply within hospitals by creating communities of donors across the archipelago. With the desire to help promote efficiency of blood donations through a digital platform.

## BACKGROUND

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### Independent Graphic Outfit Design (INDIEGOD) Founder

August 2008 - May 2016

'I believe that thinkers have the capacity to affect change and designers can make changes take effect.'

With this mindset I enable myself to cultivate critical thinking and exercise effective execution. Believing that a well thought-out solution can ease the process of technical actions which results to great designs that are not only able to build and reinforce brands but also touch people's lives.

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### JEDIMINDS DIGITAL, INC. CREATIVE DIRECTOR

July 2012 - October 2013

JEDIMINDS DIGITAL, Inc. is a full digital creative content provider. Its recent accounts enable the company to cater brand development and provide marketing strategies for numerous clients. My focus is to deliver strategic communications for its existing clients and securing new business accounts. I've also provided content developments for interactive product launch and activations and keeping the balance of visual integration on effectively making sure that our clients not only get the benefit of quality but also staying lucrative at the same time.

# BACKGROUND

## CUTTINGEDGE PRODUCTIONS LEAD DESIGNER / CREATIVE DIRECTOR

June 2010 - June 2012

Cutting Edge Productions is a comprehensive company that delivers audio and visual products. Its clients composed mainly of advertising agencies provides the company a wide range of outputs from ATL to BTL. In my period as Head for their advertising department, I've provided the group services for Brand/Motion/Design and Look development for their clients. Currently active in catering work for full length cg animations, the company is expanding its services to US region and ultimately, with its portfolio ever improving, it will soon deliver work across all continents.

## ABS-CBN GLOBAL, LTD. BROADCAST DESIGN SPECIALIST (APAC / NA / EU / ME)

August 2004-May 2009

ABS CBN Global is dedicated in providing and developing content for its product - TFC or The Filipino Channel. My responsibilities include Brand developments for its Channel Identities and producing promo materials for its programs. Our department, BROADCAST DESIGN+POST, caters services within Promo and Interstitial departments. Our role works hand in hand with the Advertising branch to execute concepts for major rebrands within TFC.

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## HBC (Splash Corporation) PRODUCT DEVELOPMENT SPECIALIST

April 2003-November 2003

HBC is an all exclusive beauty specialist. With its market specific system, the company enabled itself to stand at par with its mother company, Splash Corp. My duty was to develop their brands through package designs and keep the look of their products 'market friendly' and at the same time vying for their aspirations. At present the company has gone global to not only provide products for Filipinos locally but to reach the migrating and working class as well.