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# ALEXANDER JOHN AGUILAR CASTRO II

## Creative Director

# 20

 Years of Industry Experience

**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

### Capacity



- Creative Direction
- Art Direction
- Project Management
- Brand Development
- Product Development
- Content Development
- Digital Marketing
- Graphic Design
- Motion Design
- Animation
- Illustration
- Pre-Production
- Production
- Post Production
- Direction ( Live / 2D + 3D)
- UI/UX
- Copywriting

### Proficiency



- Media Management
- Data Management
- Advertising Management
- Creative Softwares
- Adobe CC Suite
- C4D
- Administrative Softwares
- Word
- Excel
- Sharepoint
- Power BI
- Powerpoint
- G Suite
- Google Sheets
- Google Slides
- Google Docs
- Google Forms

### At a glance

- 20** Years industry experience
- 160+** Managed creatives (26% for 1 client)
- 11** Countries serviced
- 12** Global agencies partnered
- 80+** Clients Served

- 200K+** Impacted employees (49% from 1 company)
- \$19.7B** Enterprise value entrusted (96% from 1 company)
- 27K+** Delivered projects (81% for 1 company)
- 100%** Delivery rate

### Tenet Global Business Center | Creatives Team Lead (US / PH)

**Present** **21K+** managed projects to date

My role is to help improve visual language, develop ideas to completion, and provide guidance through leadership in creative excellence for a 12 member team (and counting) comprised of creatives in graphic design, video editing, animation, and content writing. Managing projects and implementing efficient production processes to accommodate volume of tickets at an enterprise level coming from over 600 clients in the United States under the Tenet Health banner.

**Oct 2020**

### Seven Seven Global Services, Inc | Creative Lead (APAC / US)

**Sept 2020** **1400+** managed projects

As a consultant, I was tasked to establish visual communication standards from print to web, that would build corporate identities functioning in seamless transitions for employer and corporate branding. Creating a unified perspective that reflects the company's business objectives through a visual language that clients and talents can relate to.

**Sept 2019**

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

**Aug 2019** **1000+** managed projects

My role was 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.

**June 2018**

Company	Position	Start	End
Videogfx.store	Founder / Product Developer	June 2017	June 2019
Independent Graphic Outfit Design (INDIEGOD)	Founder / Creative Operations Director	Aug 2008	Oct 2020
Jediminds Digital, Inc.	Creative Director	July 2012	Oct 2013
Cuttingedge Productions, Inc.	Lead Design / Creative Director	June 2010	June 2012
ABS-CBN Global, Ltd.	Broadcast Design Specialist	Aug 2004	May 2009
HBC (Splash Corporation)	Product Development Specialist	April 2003	Nov 2003

### Certifications:



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