



**GOOD DESIGNS
ARE ABLE TO BUILD
BRANDS
AND TOUCH
PEOPLE'S LIVES.**

Photography by Alexander Castro II

A photograph of a young man with a joyful expression, winking and smiling broadly. He is wearing a white shirt with vertical purple and yellow stripes and is playing a guitar. The background is a blurred outdoor festival scene with other musicians and colorful decorations.

Hello :)

Photography by Alexander Castro II

www.indiegod.net/

+63 917 550 7045

alex@indiegod.net

[@alxndrcastro](https://www.instagram.com/alxndrcastro)

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A CURRICULUM VITAE

ALEXANDER JOHN AGUILAR CASTRO II

Brand Developer / Design Lead

www.indiegod.net/

Preamble

As an independent design entity, I set myself to work with some of the world's most forward thinking and innovative companies and individuals across any platforms be it Broadcast, Print, Mobile, Software Dev, Interactive or Web media, my collaborative capacity transcends mediums into actionable outputs.

I am equipped to tackle any multimedia problems. Keeping in mind the necessity to have consistent quality regardless of the demands a project may require. It is paramount that every output is of high caliber and uncompromising in its objectives; *Creative and Profitable.*

**I BELIEVE THAT THINKERS
HAVE THE CAPACITY
TO LEAD CHANGE.**

**AND DESIGNERS,
CAN MAKE CHANGES
TAKE EFFECT.**

IMAGINE WHAT THESE TWO

“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.”

CAN DO.

**I BUILD DESIGNS
THAT COMMUNICATE
& CREATE
EXPERIENCES.**



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/

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

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

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

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.

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.

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.

THE KEY TO CREATING EXPERIENCES IS TO USE DESIGN AS A DISCIPLINE THAT PROVIDES SOLUTIONS.

Photography by Alexander Castro II





SAMPLE WORKS

UP NEXT

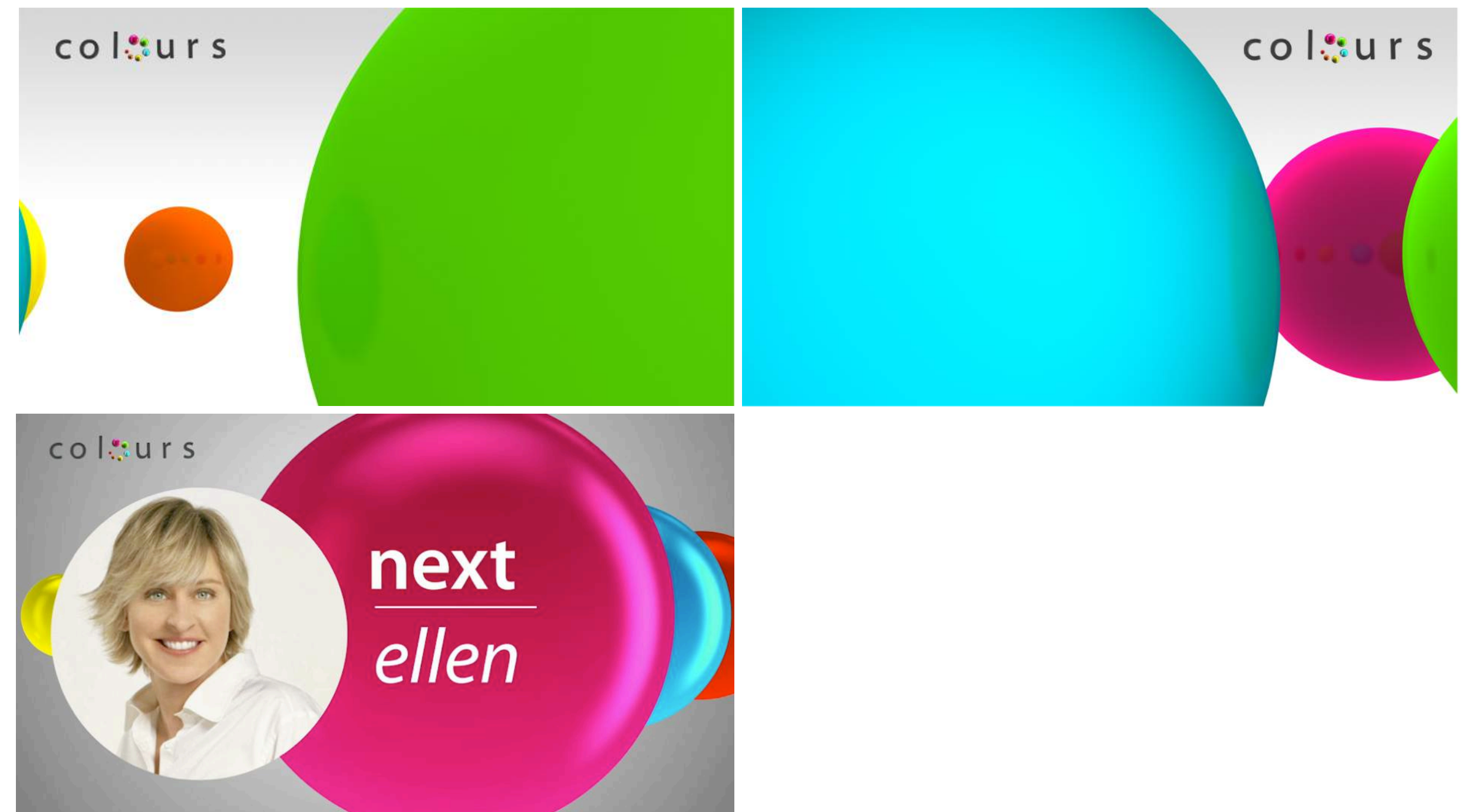
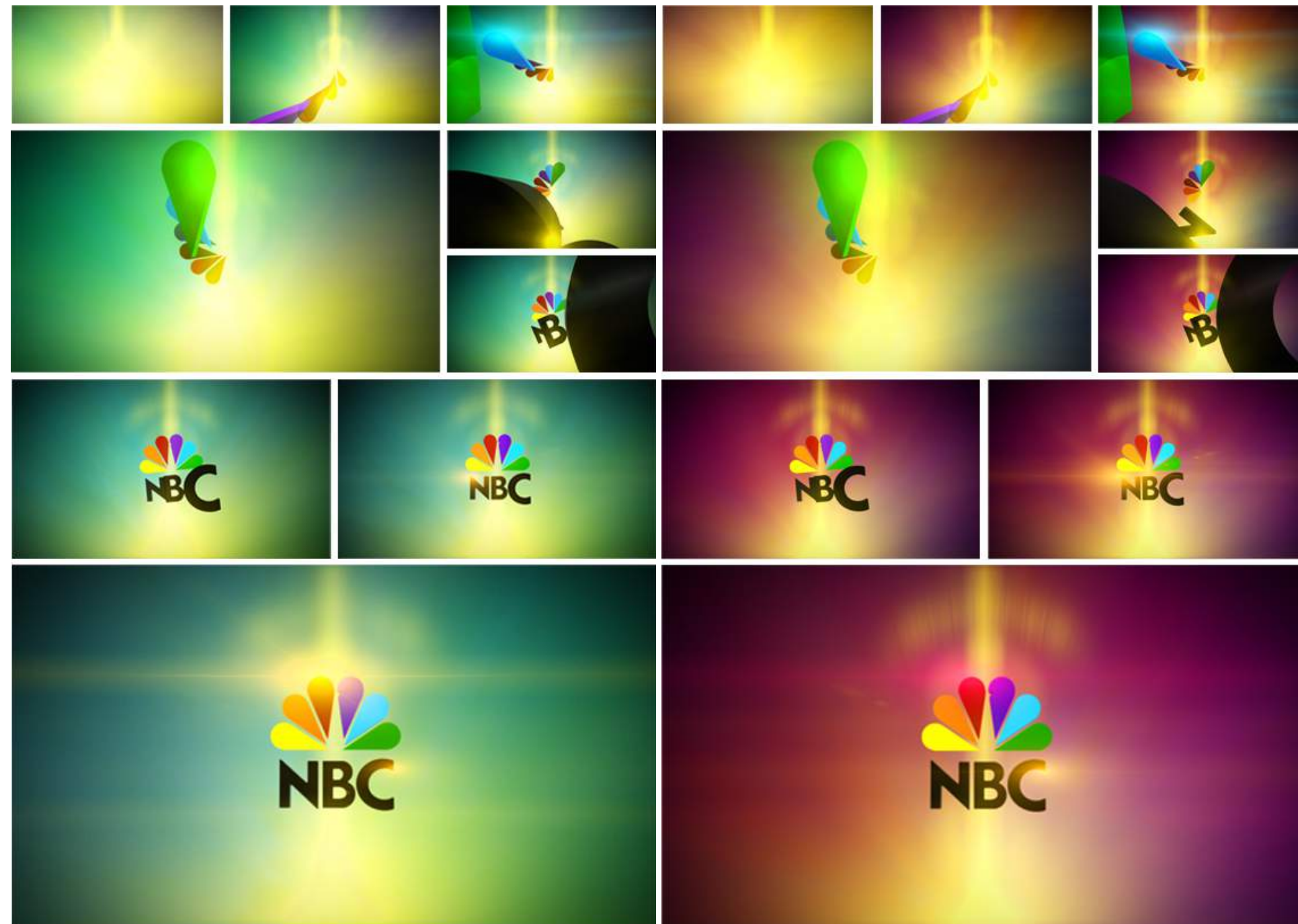
Photography by Alexander Castro II



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Sample Works

Identity Systems Development

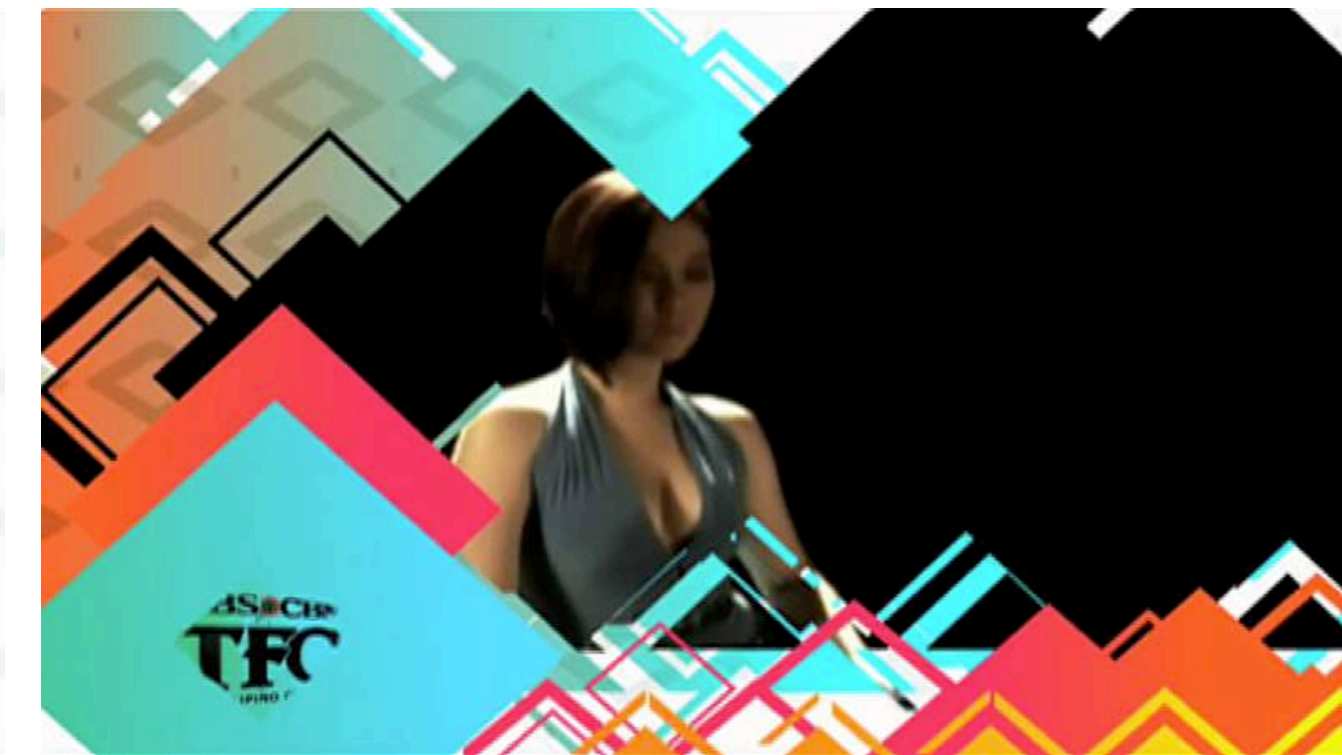




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Sample Works

Identity Systems Development





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Sample Works

Identity Systems Development

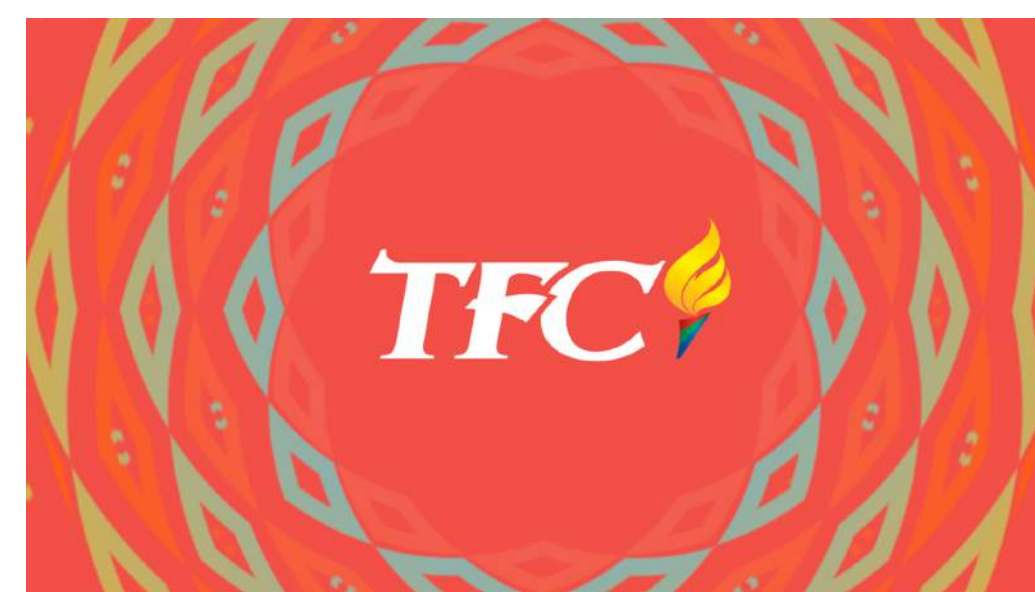
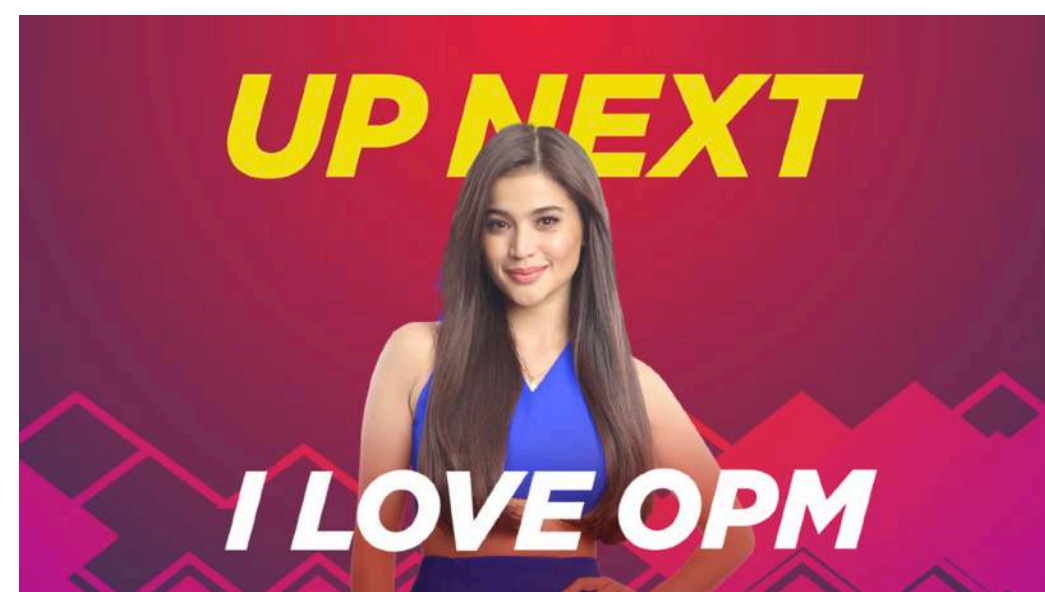
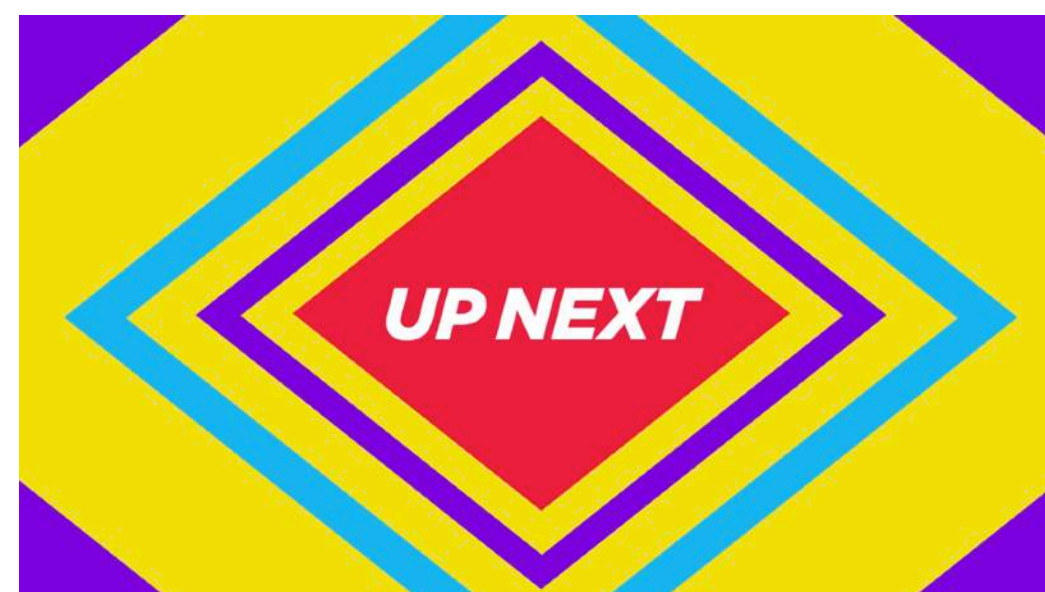
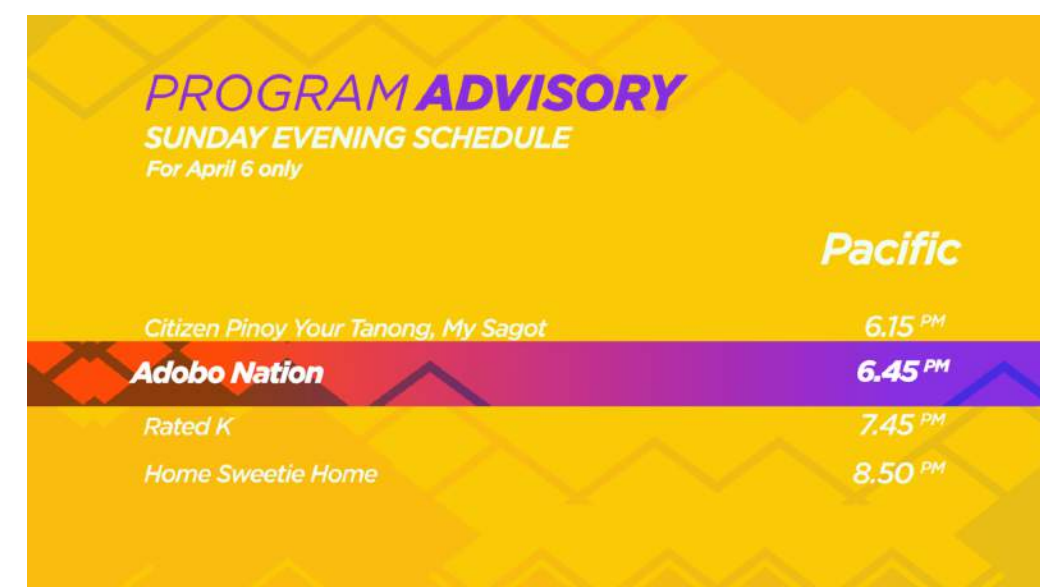
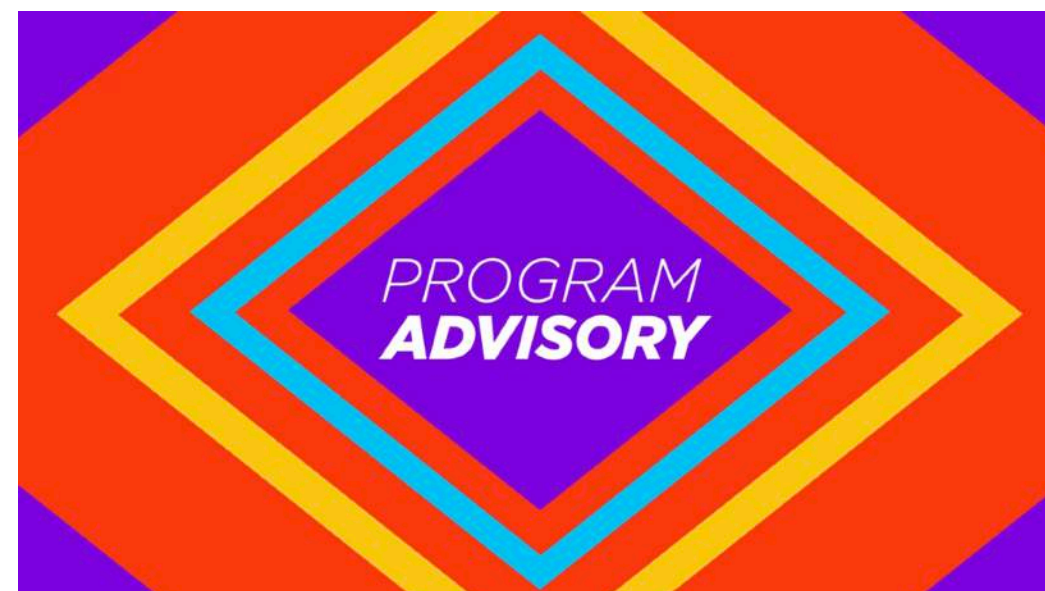




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Sample Works

Identity Systems Development

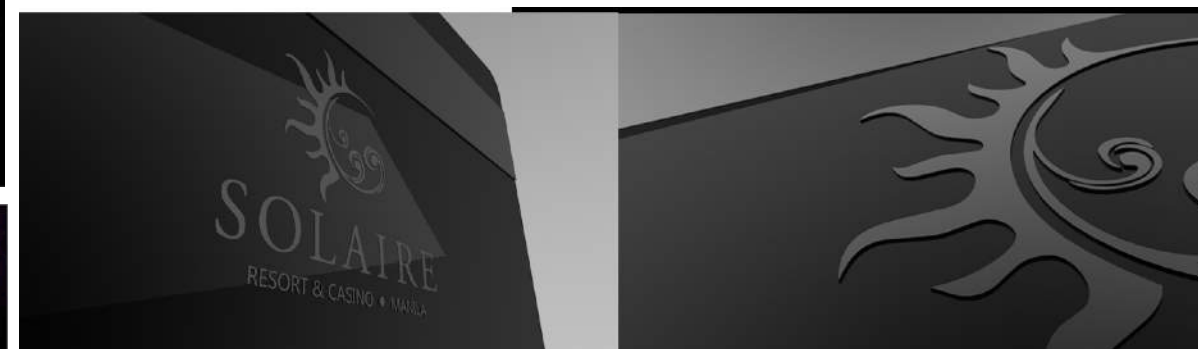




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Sample Works

Activation / Content Development

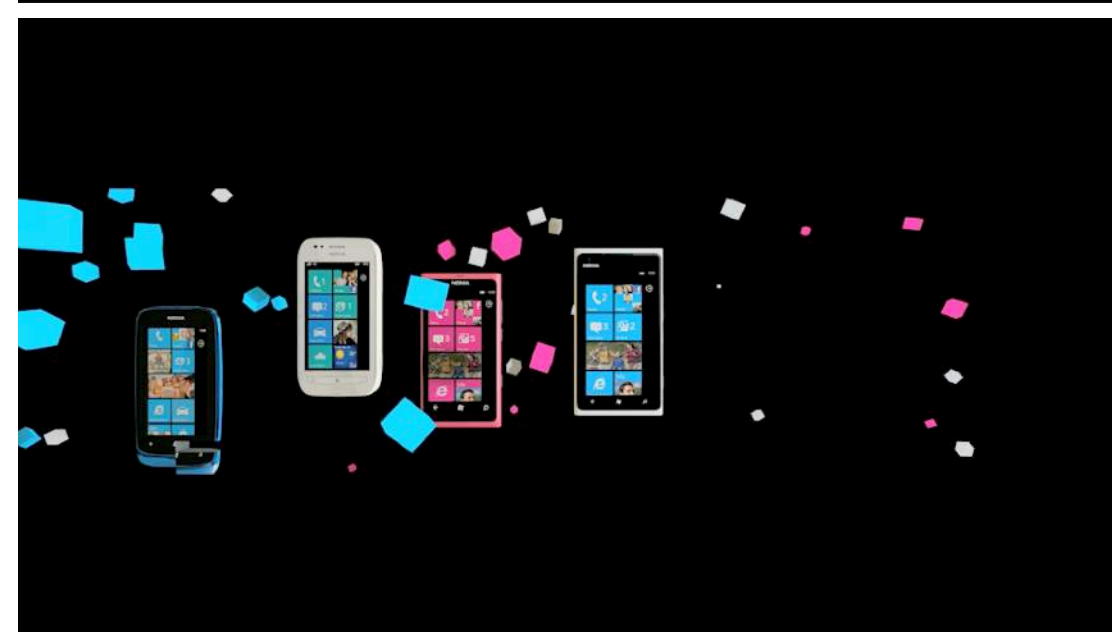
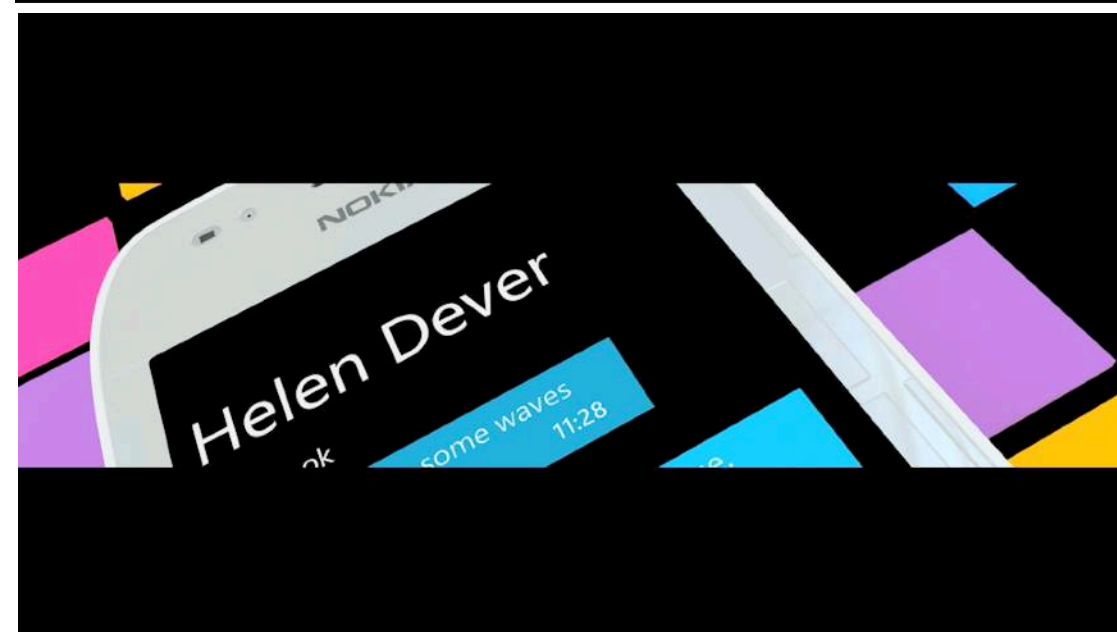
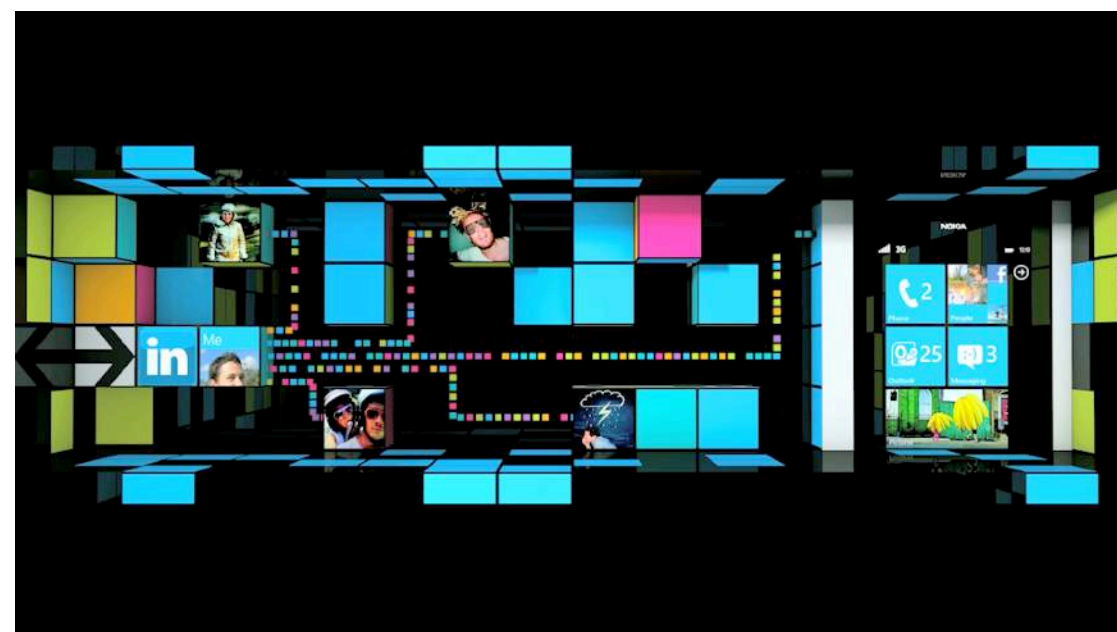




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Sample Works

Activation / Projection Mapping / Content Development

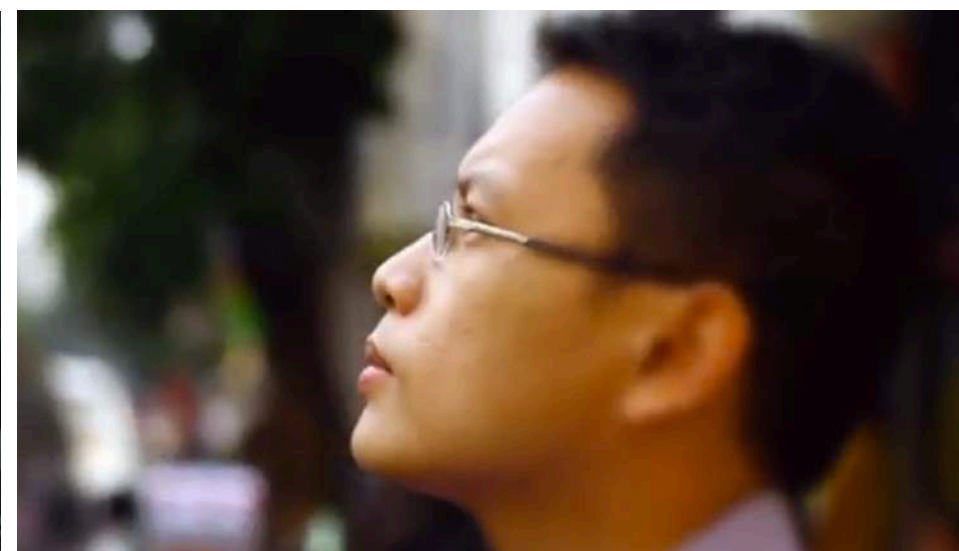




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Sample Works

Content Development





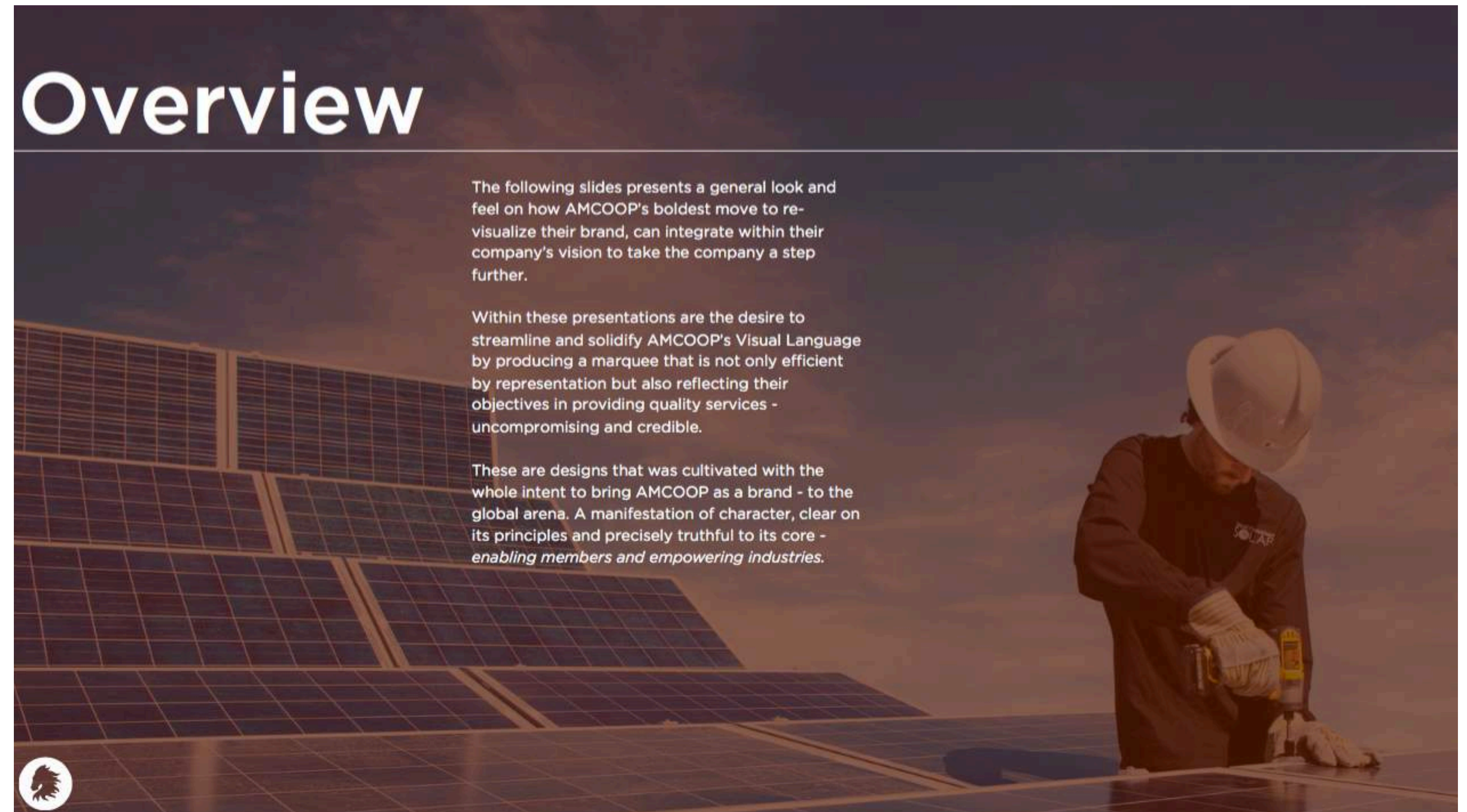
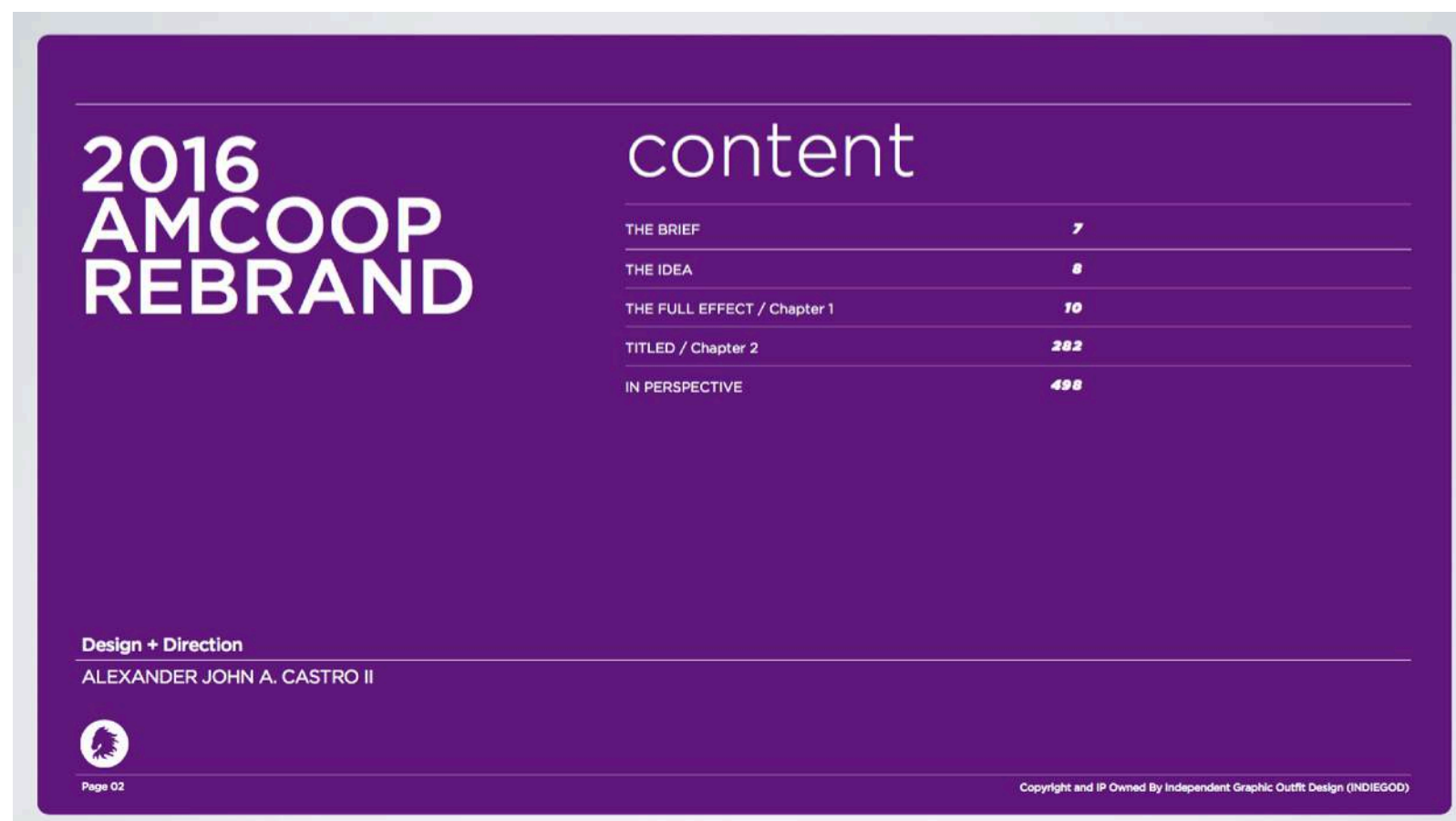
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Sample Works

Brand Development

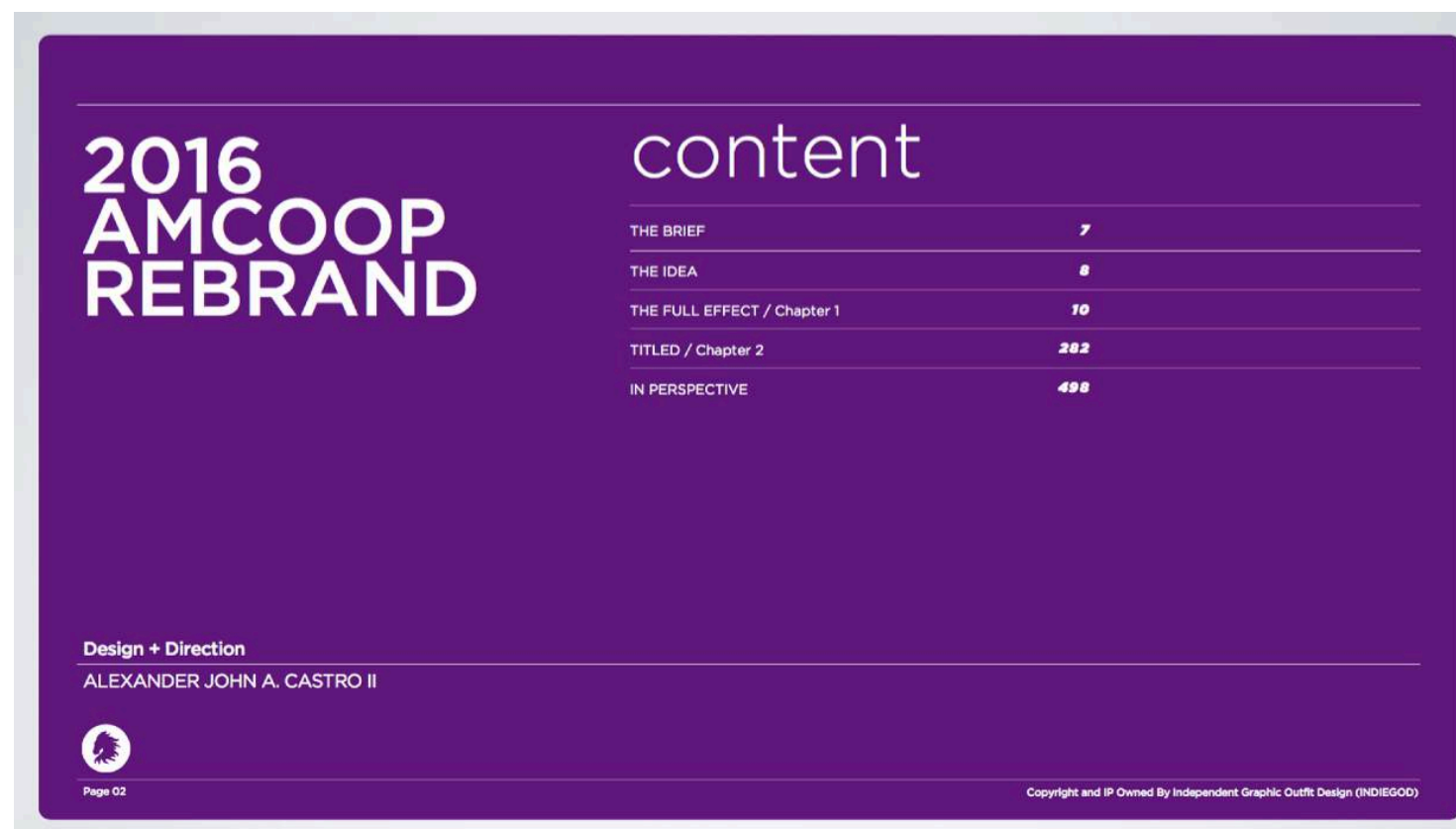


Former Logo





Brand Development





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Sample Works

Brand Development

Part of Studies





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Sample Works

Brand Development

Part of Studies



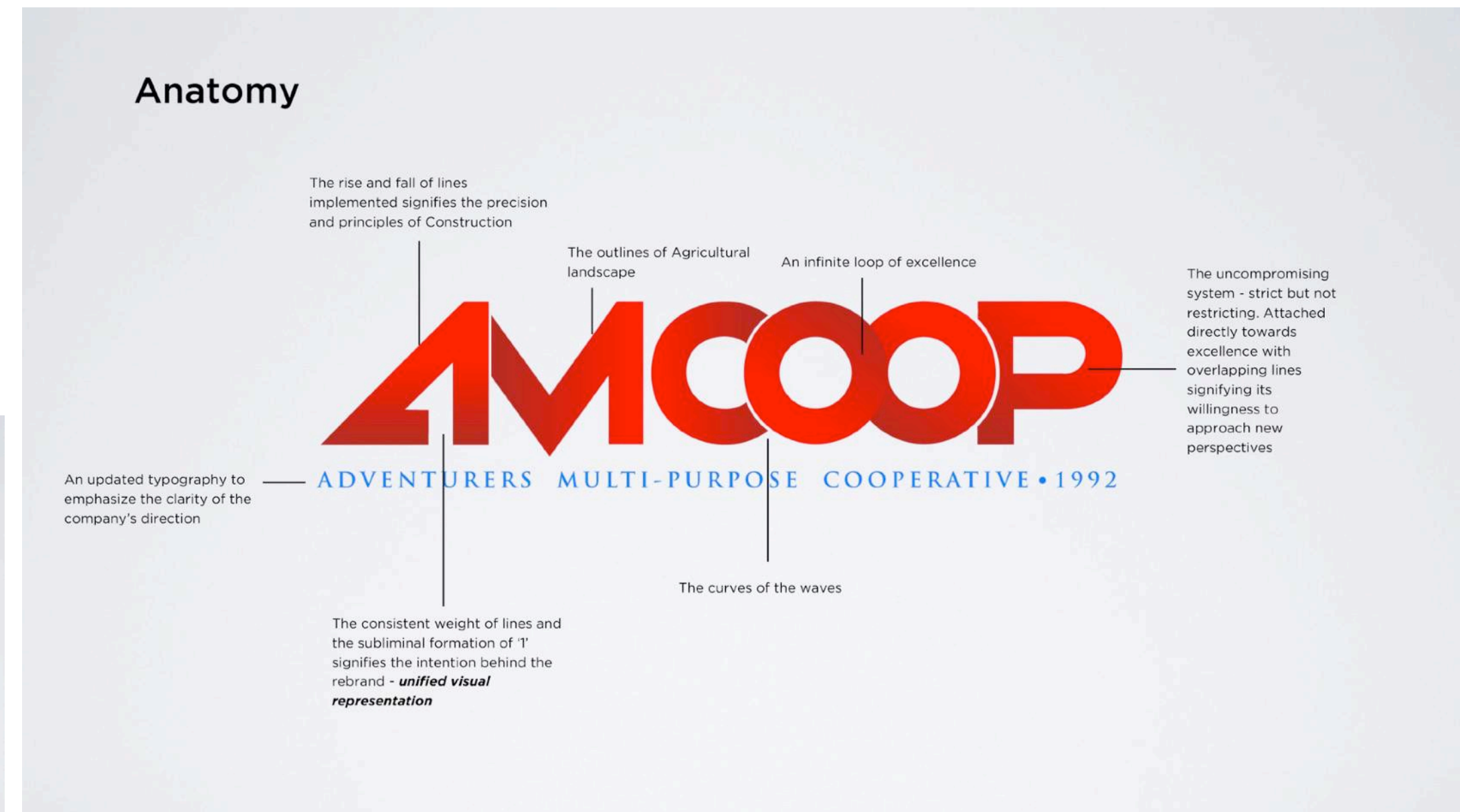


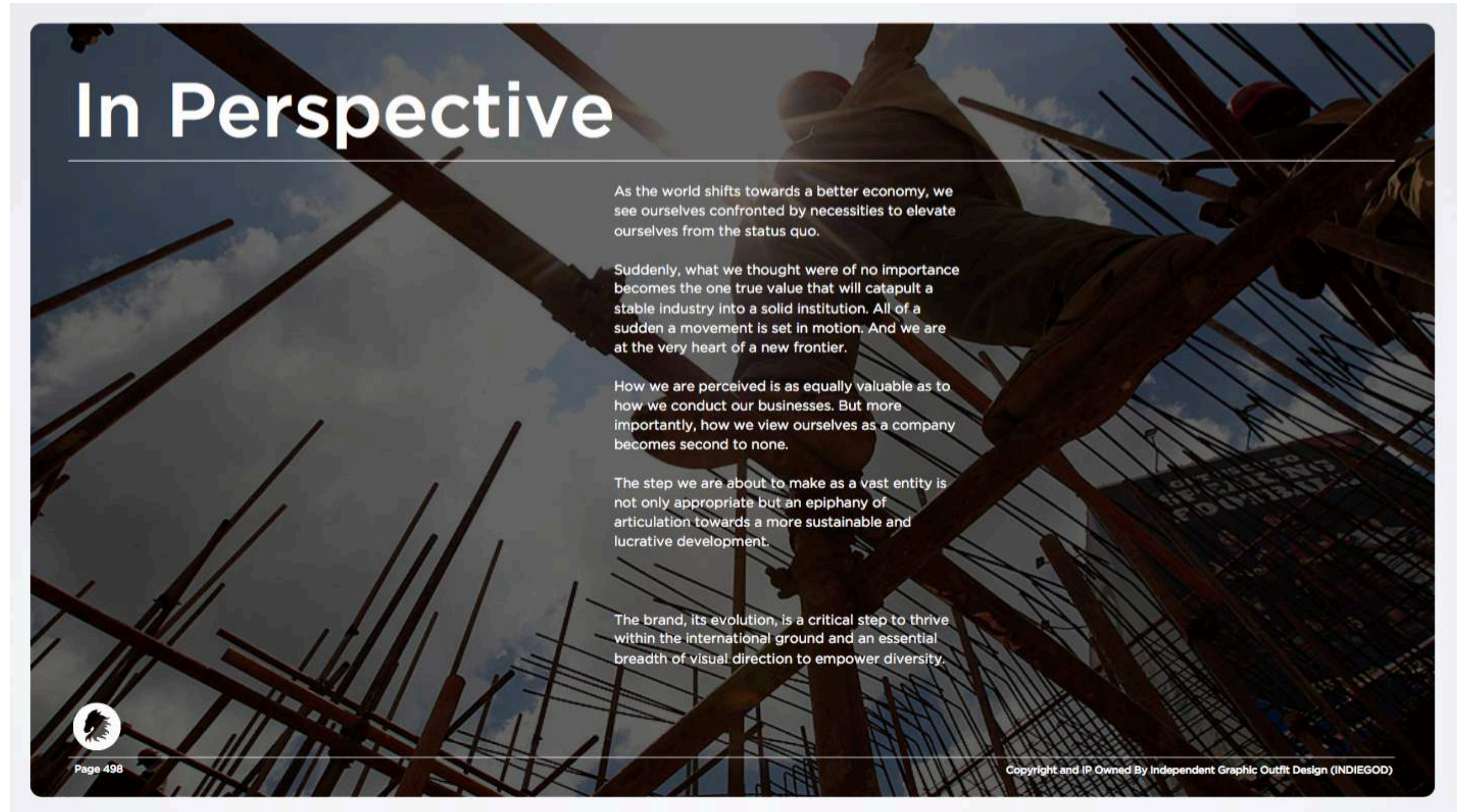
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Brand Development

Sample Works

Final Output



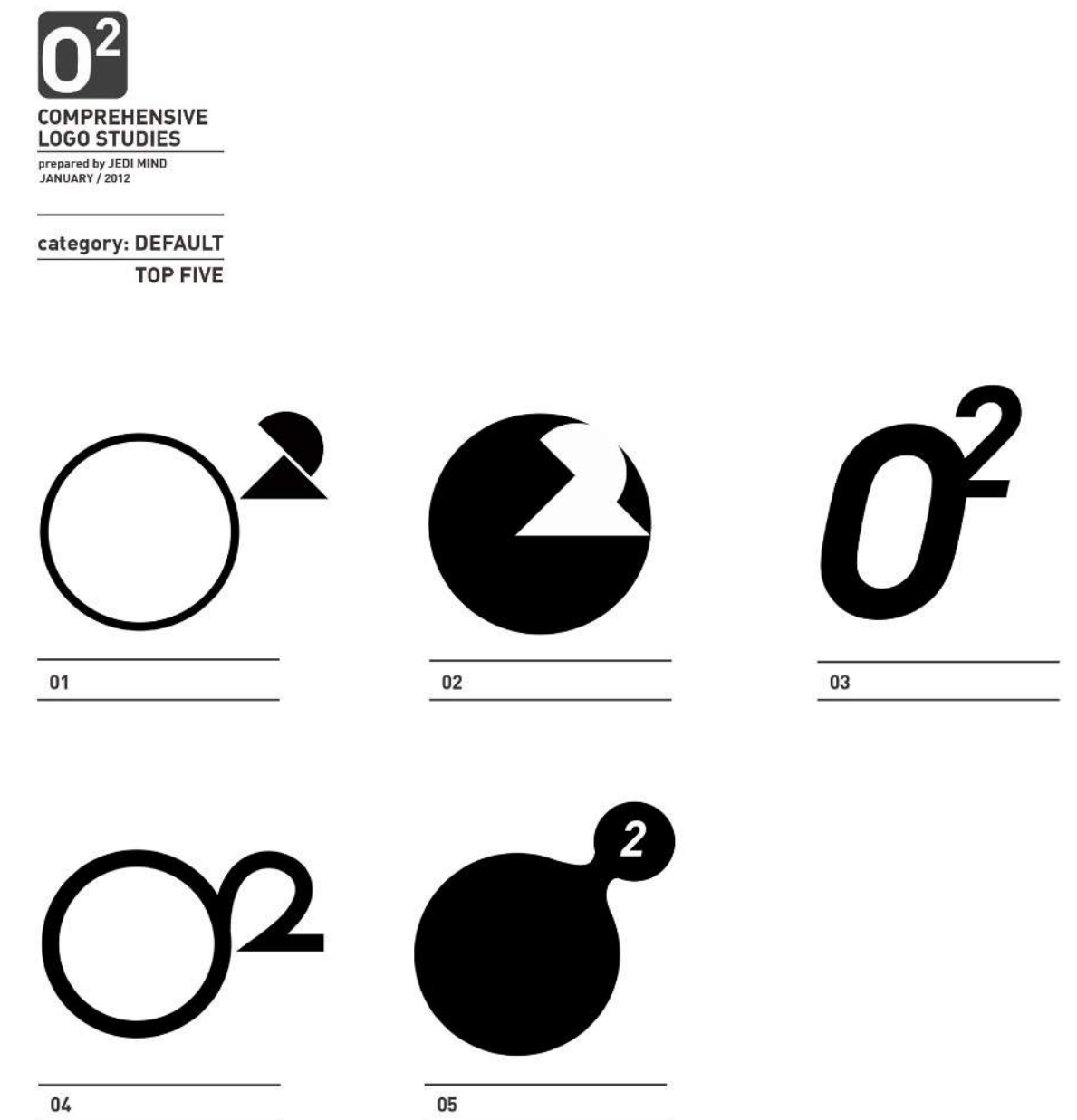
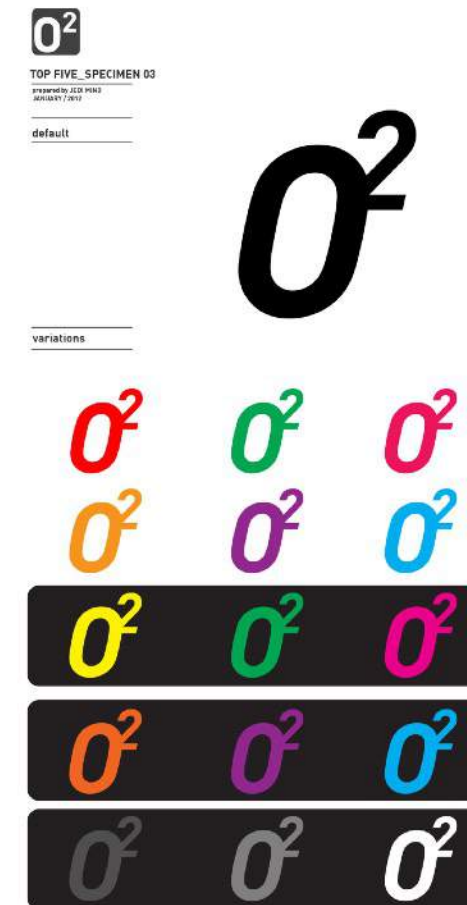
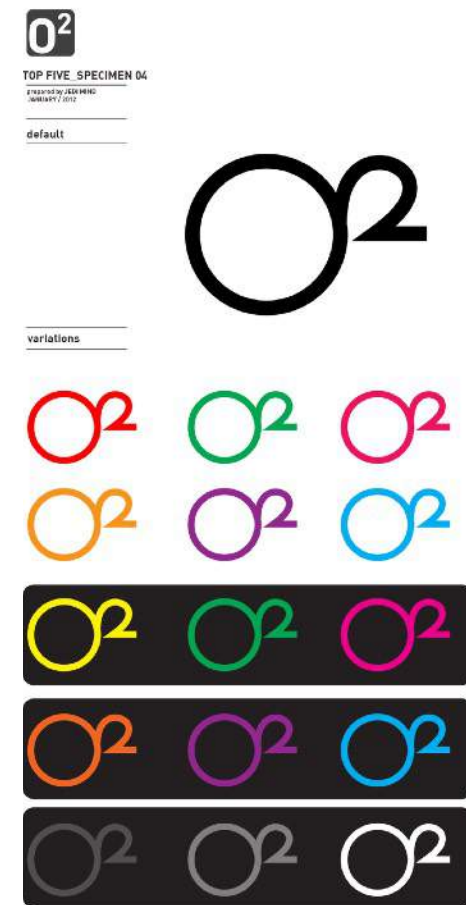
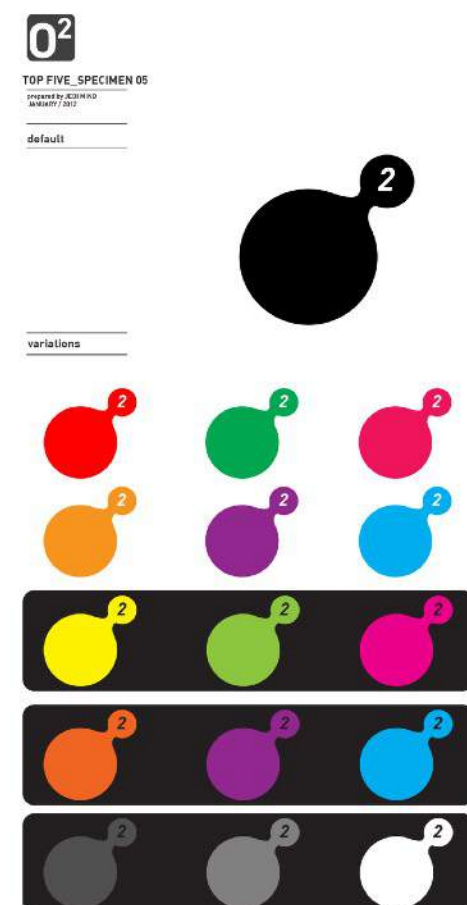
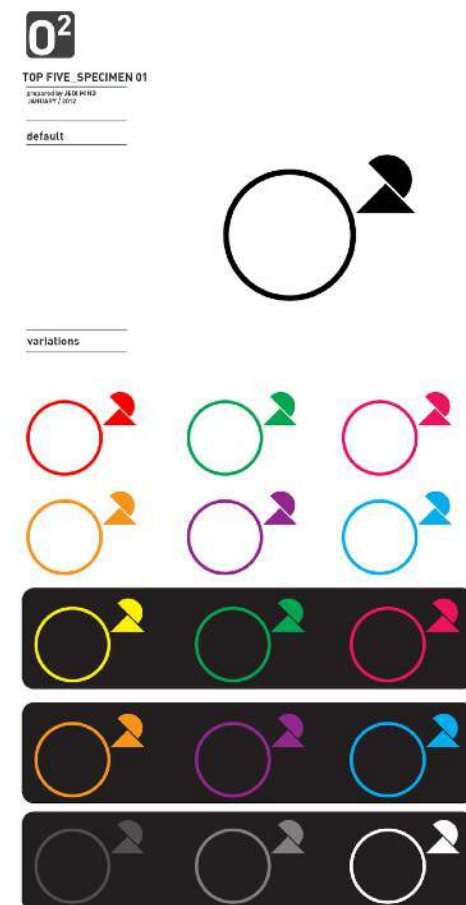




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Brand Development

Sample Works

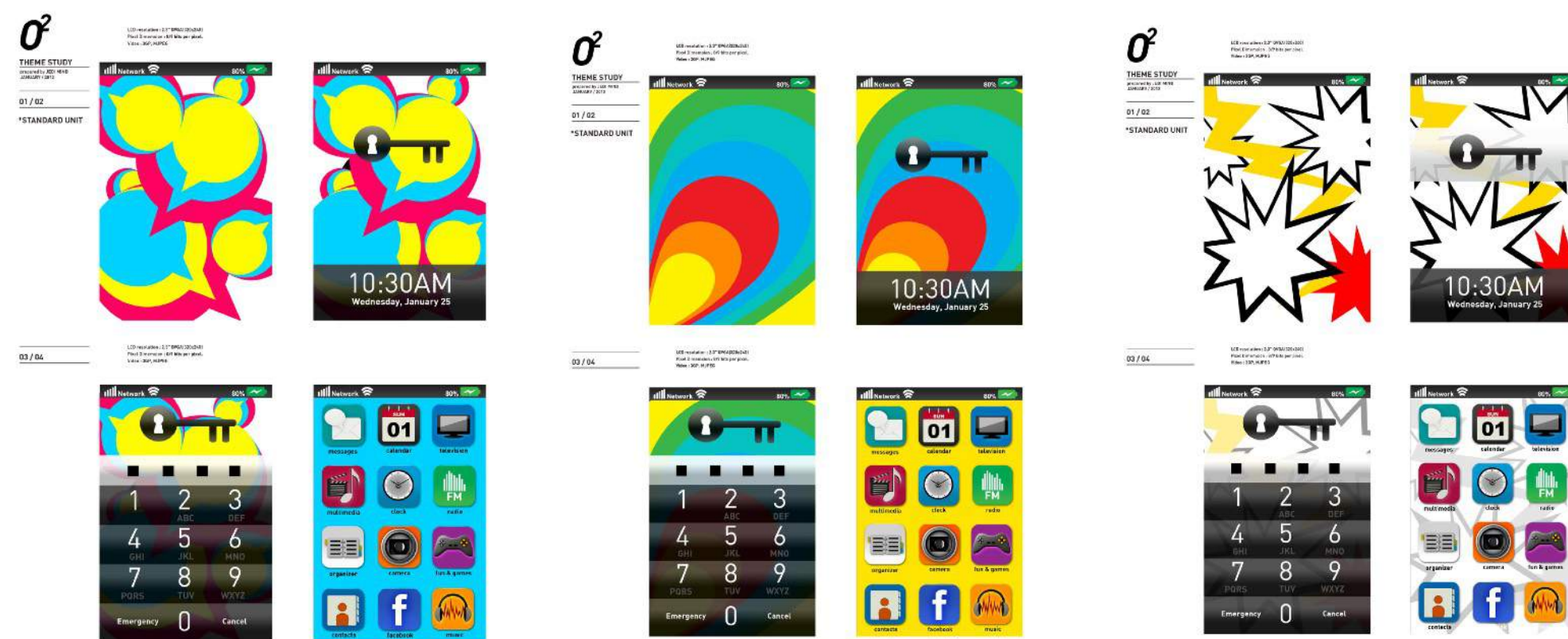




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Sample Works

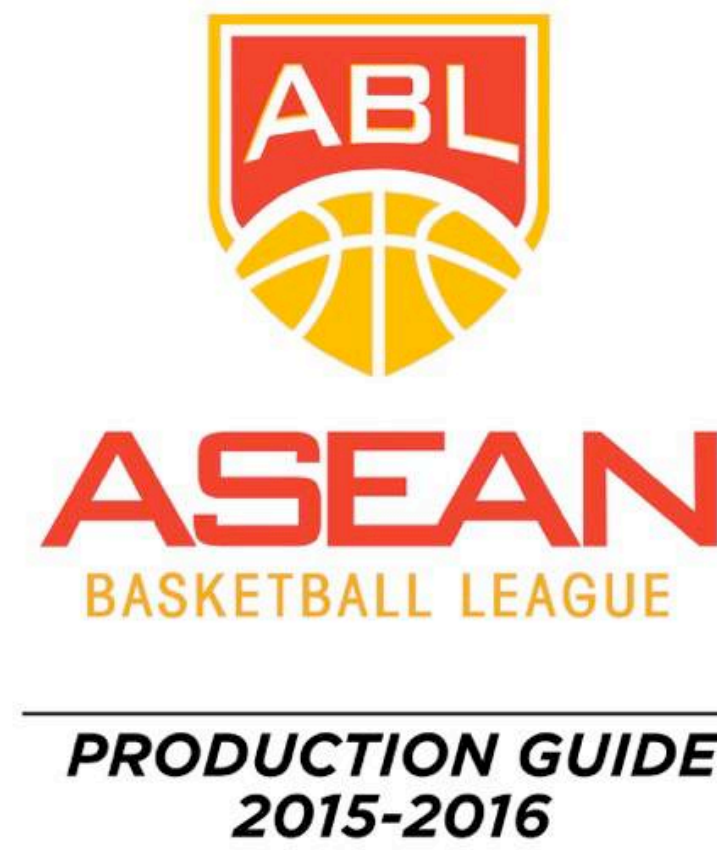




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Sample Works



Editor / ABL Production Guide
Alexander Castro II

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*The ABL “Production Guide”
is the official supplement to
the League’s technical production.
It details the proper execution and
requirements to produce a game.
This guide will provide consistency
in covering an entire program
regardless of time and location.
This is an easy format
to understand and allows the
reader to have an overview of
the League’s actual production.*

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ASEAN

BASKETBALL LEAGUE

PRODUCTION GUIDE Part 1

Outdoors

This Chapter will cover the basic requirements to produce “Outdoor Content”. Incorporated are the types of shots or framing for a subject.

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ASEAN

BASKETBALL LEAGUE

PRODUCTION GUIDE Part 1

Outdoors

Subjects

Person

Object

Location

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ASEAN

BASKETBALL LEAGUE

PRODUCTION GUIDE Part 1

Outdoors

Application : Subjects

Object

Types of Shots

Medium

Tight

Angles

Half Figure

Full Figure

Head

Half Head

Micro

Low Angle

Mid Angle

High Angle

Camera Motion

Pan

Track / Zoom

Dolly

Arc

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BASKETBALL LEAGUE

PRODUCTION GUIDE Part 1

Outdoors

Application : Subjects

Person

Types of Shots

Medium

Tight

Angles

Shoulder

Half Figure

Full Figure

Head

Half Head

Micro

Low Angle

Mid Angle

High Angle

Camera Motion

Pan

Track / Zoom

Dolly

Arc

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ASEAN

BASKETBALL LEAGUE

PRODUCTION GUIDE Part 1

Outdoors

Application : Subjects

Location

Types of Shots

Wide

Angles

Landscape

Aerial

Panoramic

Low Angle

Mid Angle

High Angle

Camera Motion

Pan

Track / Zoom

Dolly

Arc

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PRODUCTION GUIDE Part 2

Indoors

This Chapter will cover the basic requirements to produce "Indoor Content". Incorporated are the types of shots or framing for a subject.

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BASKETBALL LEAGUE

PRODUCTION GUIDE Part 2

Indoors

Subjects

Person

Object

Place

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ASEAN

BASKETBALL LEAGUE

PRODUCTION GUIDE Part 2

Indoors

Application : Subjects

Person

Types of Shots

Medium

Tight

Angles

Shoulder

Half Figure

Full Figure

Head

Half Head

Micro

Low Angle

Mid Angle

High Angle

Camera Motion

Pan

Track / Zoom

Dolly

Arc

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BASKETBALL LEAGUE

PRODUCTION GUIDE Part 2

Indoors

Application : Subjects

Object

Types of Shots

Medium

Tight

Angles

Half Figure

Full Figure

Head

Half Head

Micro

Low Angle

Mid Angle

High Angle

Camera Motion

Pan

Track / Zoom

Dolly

Arc

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ASEAN

BASKETBALL LEAGUE

PRODUCTION GUIDE Part 2

Indoors

Application : Subjects

Location

Types of Shots

Wide

Angles

Landscape

Aerial

Panoramic

Low Angle

Mid Angle

High Angle

Camera Motion

Pan

Track / Zoom

Dolly

Arc

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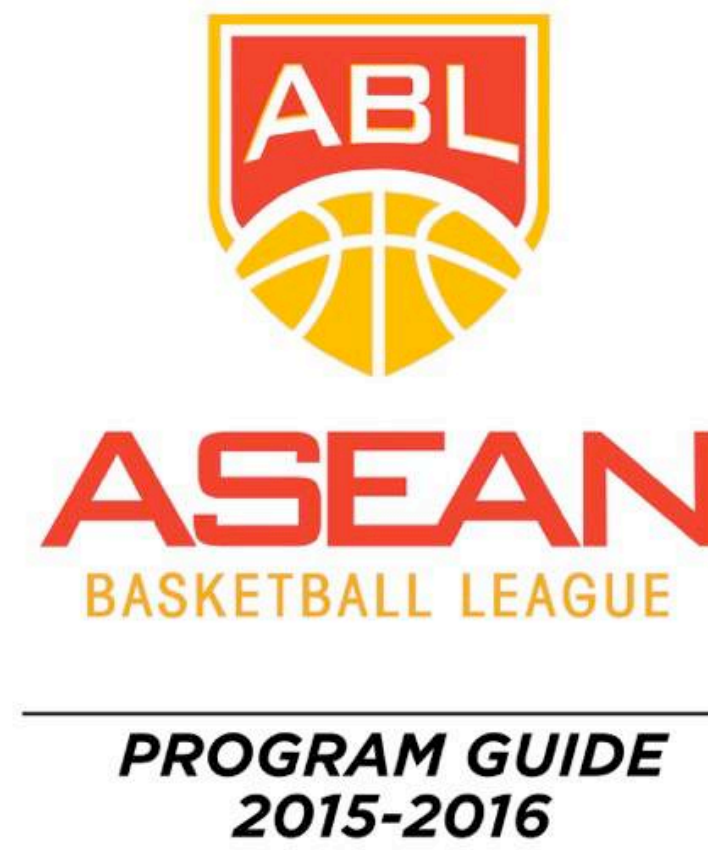
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*The ABL “Program Guide”
is the official supplement to
the League’s programming grid.
It details the sequence of activities
the Program undergoes
in actual games in any situation
or location. This is an easy format
to understand and allows the
reader to have an overview of
the League’s actual programming.*

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Sample Works





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Sample Works



***PRODUCTION GUIDE: ON-AIR GRAPHICS
2015-2016***

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The ABL “Production Guide: On-Air Graphics” is the official supplement to the League’s graphics production. It details the proper execution and requirements to produce the visuals. This guide will provide consistency in projecting an entire program regardless of time and location. This is an easy format to understand and allows the reader to have an overview of the League’s actual graphics production.

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Sample Works



Disclaimer

The following 'cards' are dependent on the availability of data for each section. If these are available always have an accompanying data manager that will designate the appropriate figures for each card. If the source is incomplete or unavailable you may disregard implementing any card applications. Although the "Score Card" will remain as a constant requisite throughout the game.

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05 Pop-up 3PT Team Stat

Pop-up 3PT Team Stat shows the average of each team when it comes to their respective 3PT shooting ratio.

Please note that this Pop-ups always sits on top of the score card.

Please see Application for reference.

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01 Default Card

Also used for:

02 Copyright card

03 Location card

Default card is composed mainly of two parts:

- Highlight
- Supporting data

Please see Application for references.

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Highlight



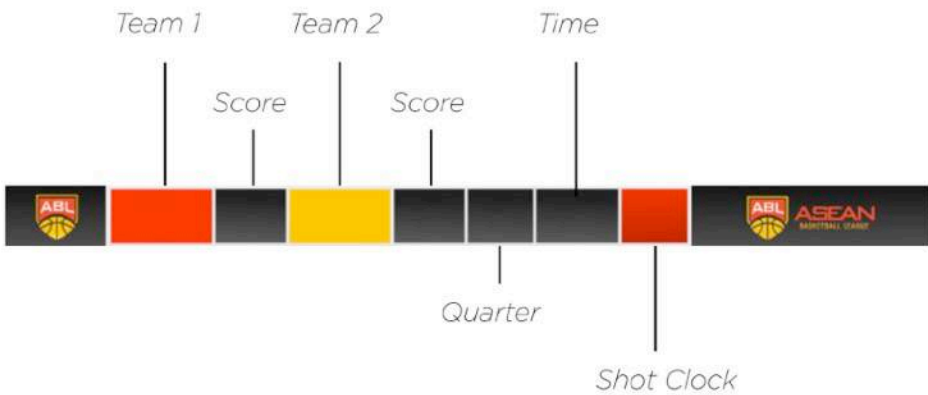
Support



04 Score Card

Score Card is the main card in the entire list of On-Air Graphics. It is the only card that remains constant in its position and must be managed with extreme accuracy.

Please see Application for reference.



06 Pop-up Report Card

Pop-up Report Card shows the Title and Name of the voice over during in-play. Whenever a person speaks during the game this will come on top of the score card.

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Title

Name





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Sample Works

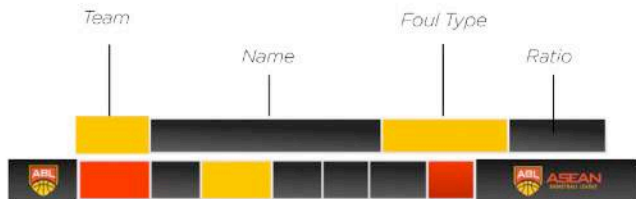


08 Pop-up Player Foul Stat

Pop-up Player Foul Stat shows the ratio of committed fouls and the category of violation.

Please note that this Pop-ups always sits on top of the score card.

Please see Application for reference.



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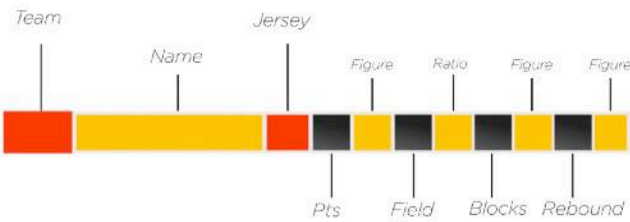


09 Pop-up Player Profile Card

Pop-up Player Profile Card shows the average of Player in-game only.

Please note that this Pop-up can be independent from the score card.

Please see Application for reference.



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10 Halftime Card

Halftime Card will come out over video during - Halftime but can also be used after every quarter to project the scores received by each team for the duration.

Please note that this Pop-up is independent from the score card.

The color of Name plates are dependent on the dominant colors of each team. To achieve this, you can customize each plate from the attached folder named Project File.

Please see Application for reference.



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11 Line-up Card

Line-up Card will come out over video before each game and before every quarter begins.

Please note that this Pop-up is independent from the score card.

The color of Name plates are dependent on the dominant colors of each team. To achieve this, you can customize each plate from the attached folder named Project File.

Please see Application for reference.



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12 Match-up Card

Match-up Card will come out over video before each game and before every quarter begins. By the end of present match the next game will be projected to advise activity.

Please note that this Pop-up is independent from the score card.

The color of Name plates are dependent on the dominant colors of each team. To achieve this, you can replace each match to appropriate teams by checking on the folder Match-up Cards Logos Blank Plates.

Please see Application for reference.

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* GENERIC



12 Match-up Card

Match-up Card will come out over video before each game and before every quarter begins. By the end of present match the next game will be projected to advise activity.

Please note that this Pop-up is independent from the score card.

The color of Name plates are dependent on the dominant colors of each team. To achieve this, you can replace each match to appropriate teams by checking on the folder Match-up Cards Logos Blank Plates.

Please see Application for reference.

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* SPECIFIC





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2015 ASEAN BASKETBALL LEAGUE			
STARTING LINEUPS			
SINGAPORE		PHILIPPINES	
G	NGO GALVIN	G	ALEXANDER JOHN
G	LEE FRANCIS	G	CASTRO ANTHONY
F	NGO GALVIN	F	ALEXANDER JOHN
F	LEE FRANCIS	F	CASTRO ANTHONY
F	AHMIR MARLON	C	MARQUEZ CARLOS



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Sample Works

Imagine.
You can be anything.

KIDS
from MIKEY DIXO
\$1.99

MIKKY
EKKO
FEELS LIKE
THE END
from MIKKY DIXO
\$2.50

SERENADE
from The Naked and Famous
\$2

YOU'RD
from The Paper Kites
\$1

Your own tunes. Your own rules.

Build what
you imagine.

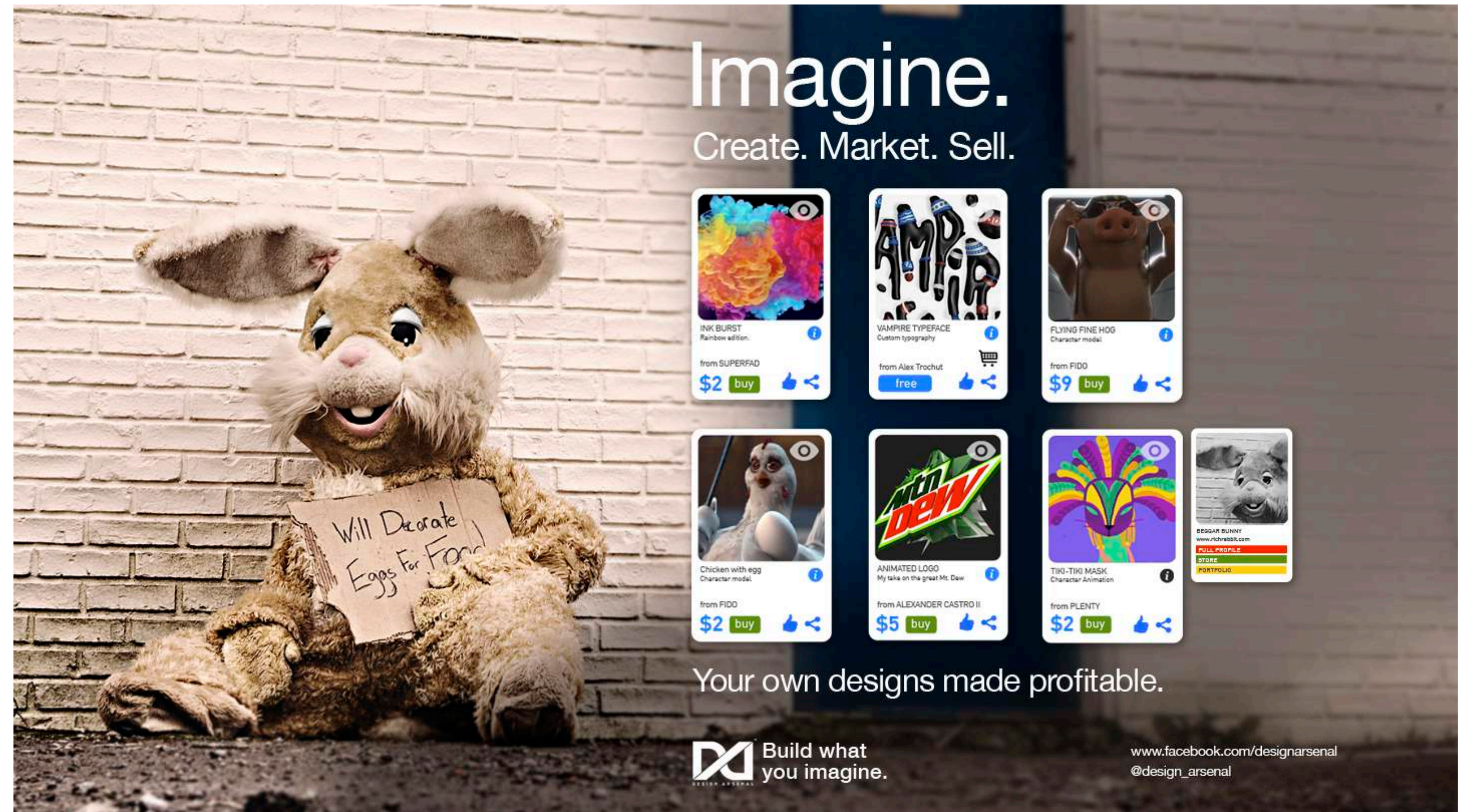
www.facebook.com/designarsenal
@design_arsenal



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Sample Works



Imagine.
Create. Market. Sell.

INK BURST
Rainbow edition.
from SUPERFAD
\$2 buy

VAMPIRE TYPEFACE
Custom typography
from Alex Trochut
free

FLYING FINE HOG
Character model.
from FIDO
\$9 buy

Chicken with egg
Character model.
from FIDO
\$2 buy

ANIMATED LOGO
My take on the great Mr. Dew.
from ALEXANDER CASTRO II
\$5 buy

TIKI-TIKI MASK
Character Animation
from PLENTY
\$2 buy

BESGAR BUNNY
www.indiegod.net
FULL PROFILE
STORE
PORTFOLIO

Your own designs made profitable.

Build what you imagine.
www.facebook.com/designarsenal
@design_arsenal





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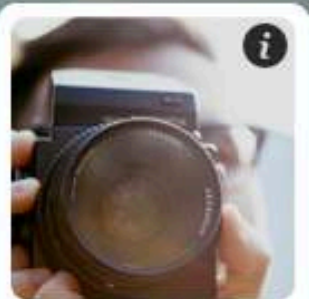
Brand / Product / Content Development

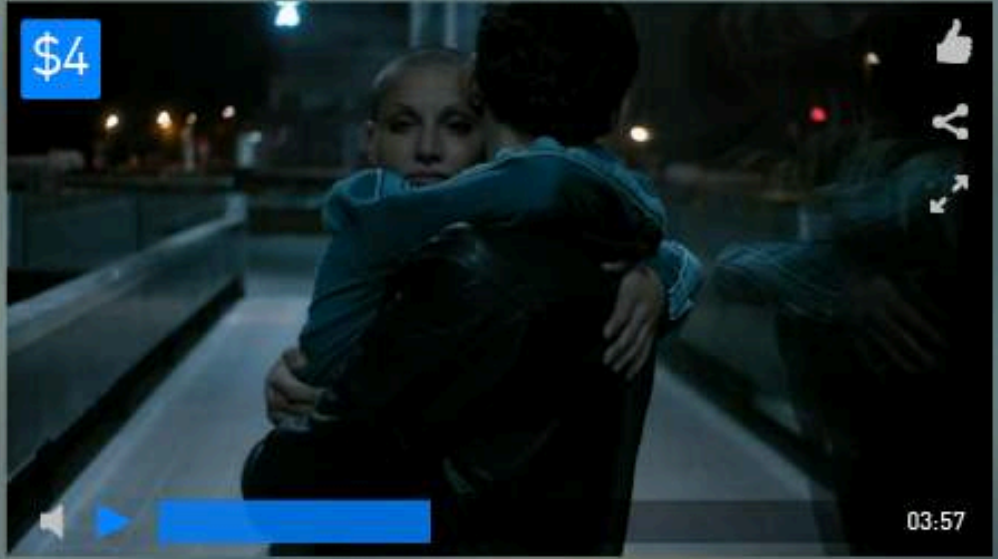
Sample Works

Capture. Record.
Your Stories. Moving. Earning.


 \$8
Michael Fassbender
Film maker
buy


BULLY
Image from UCB Unhate Campaign

 \$4
Steve Reese
Film maker
FULL PROFILE
STORE
PORTFOLIO
buy


EMBRACE
Image from UCB Unhate Campaign
03:57

*Images from UCB Unhate campaign. All rights belong to its owners.

 Build what you imagine.

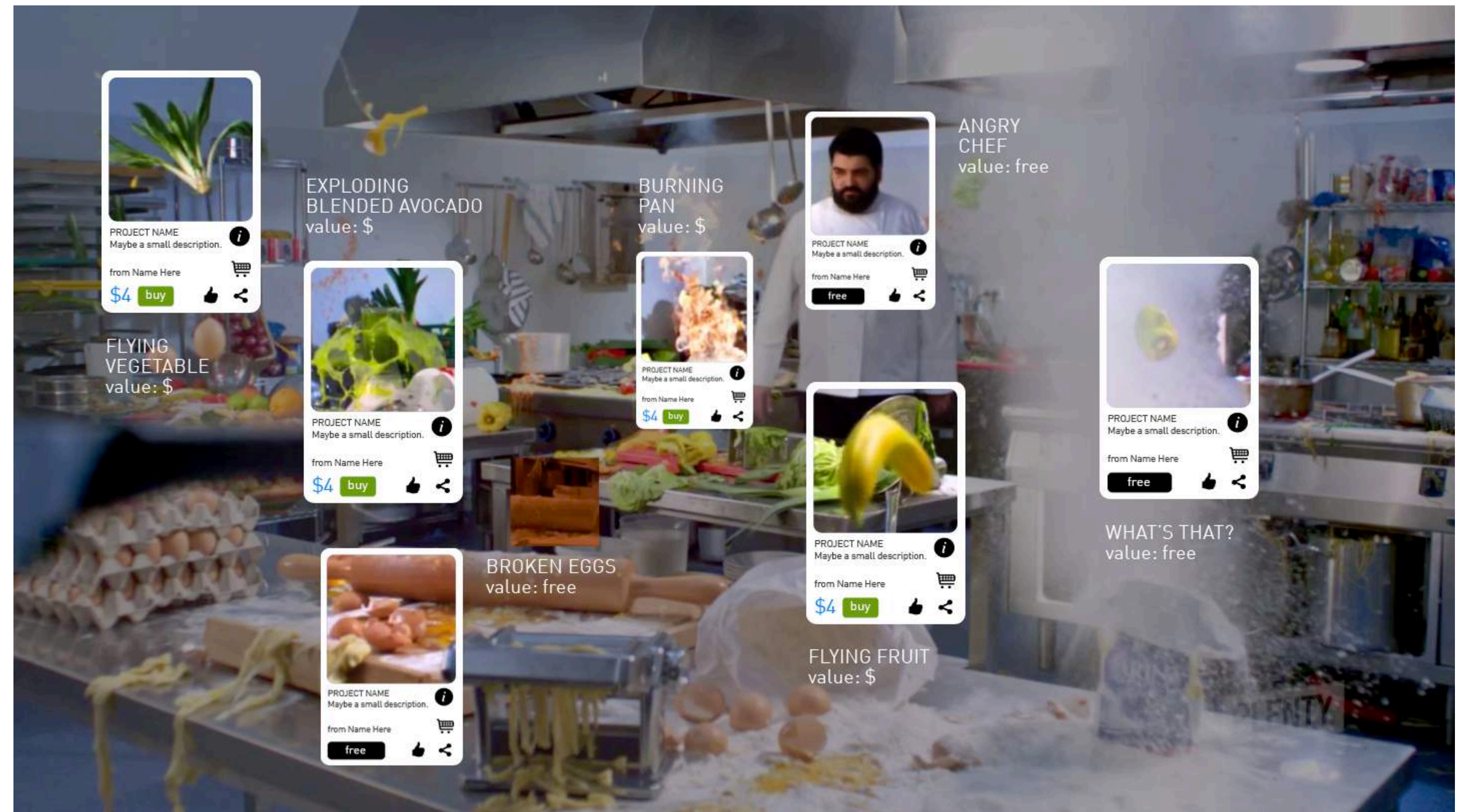
www.facebook.com/designarsenal
@design_arsenal



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Sample Works





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Brand / Product / Content Development

Sample Works

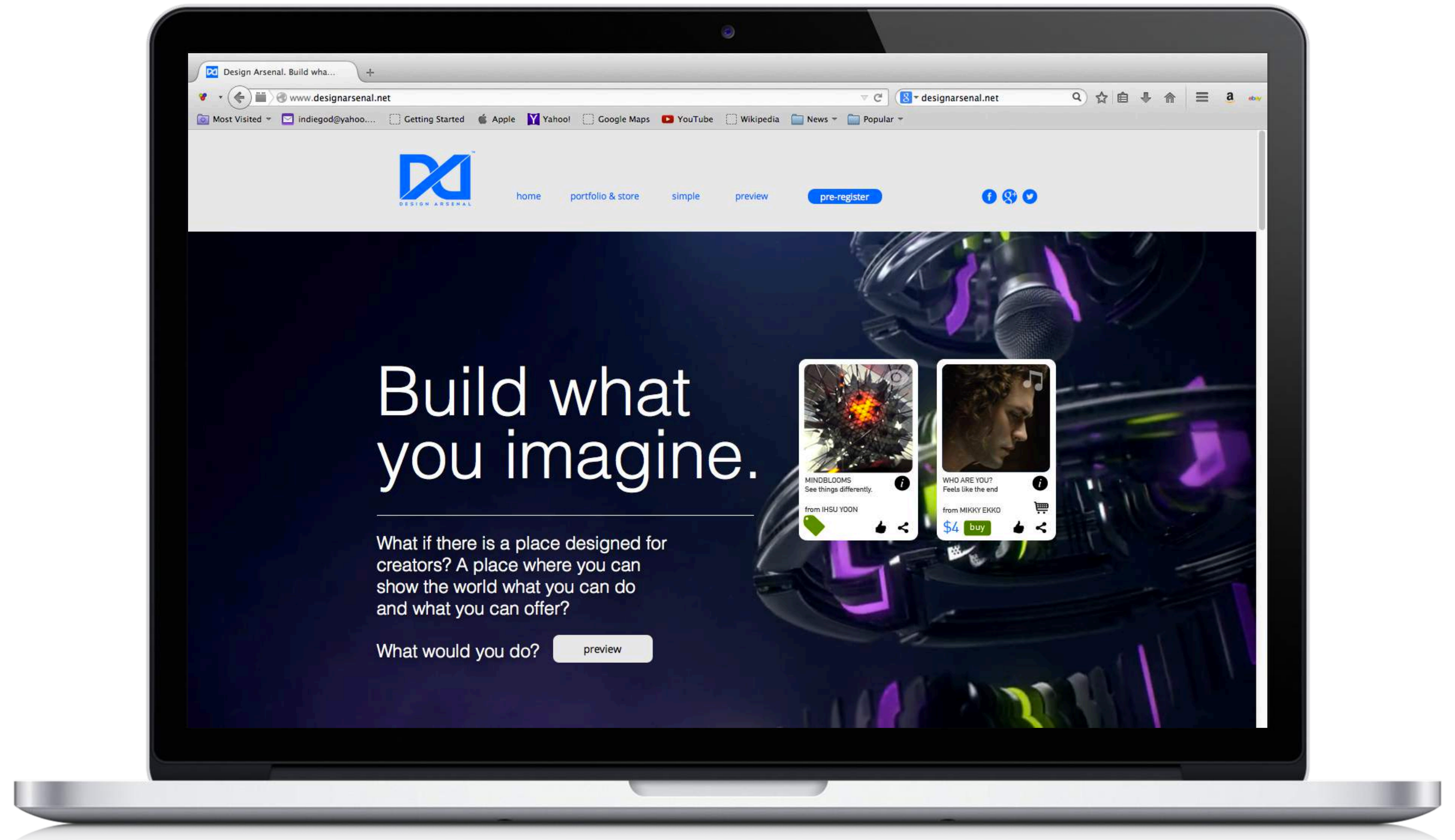




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Sample Works

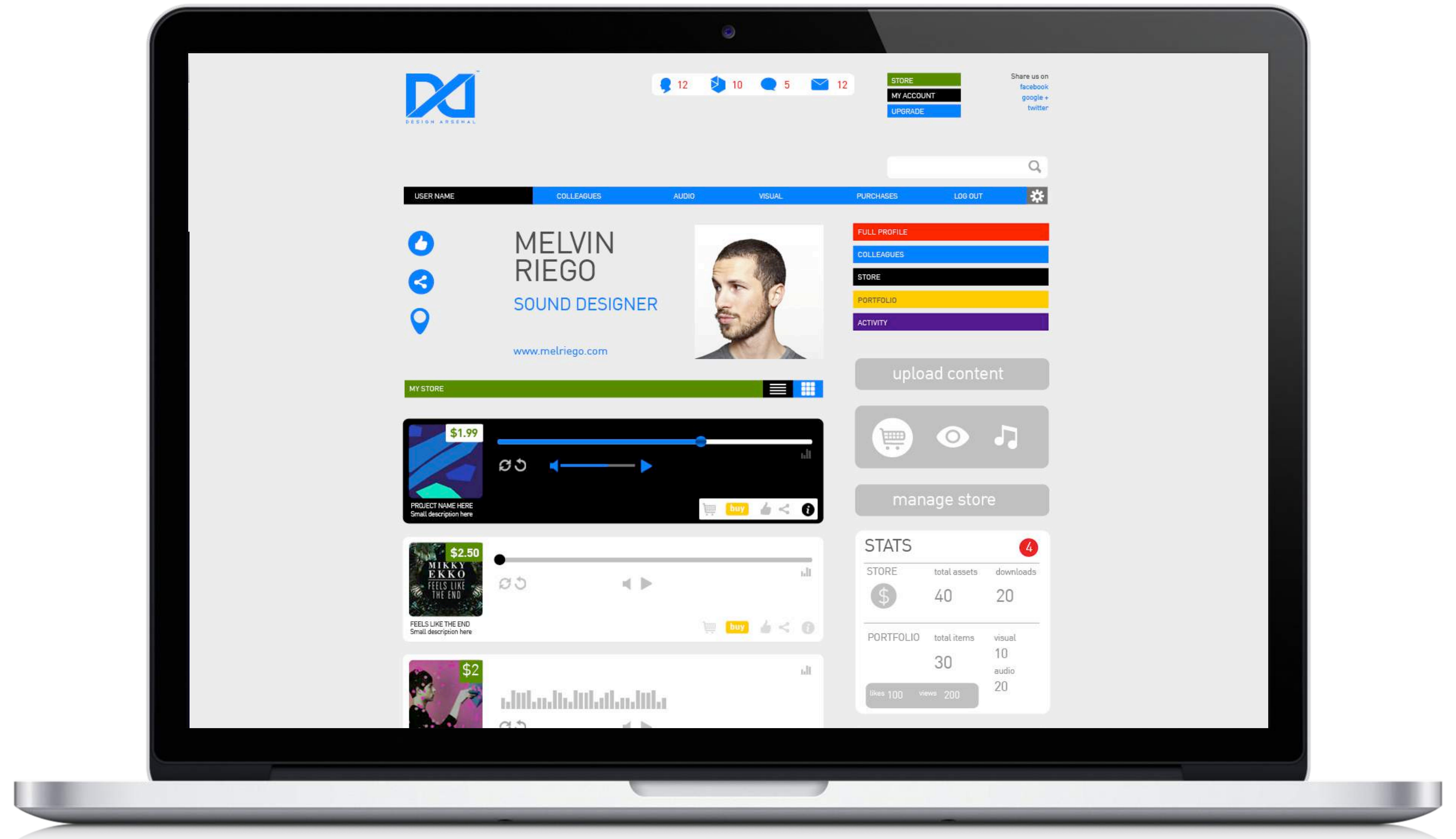




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Brand / Product / Content Development

Sample Works

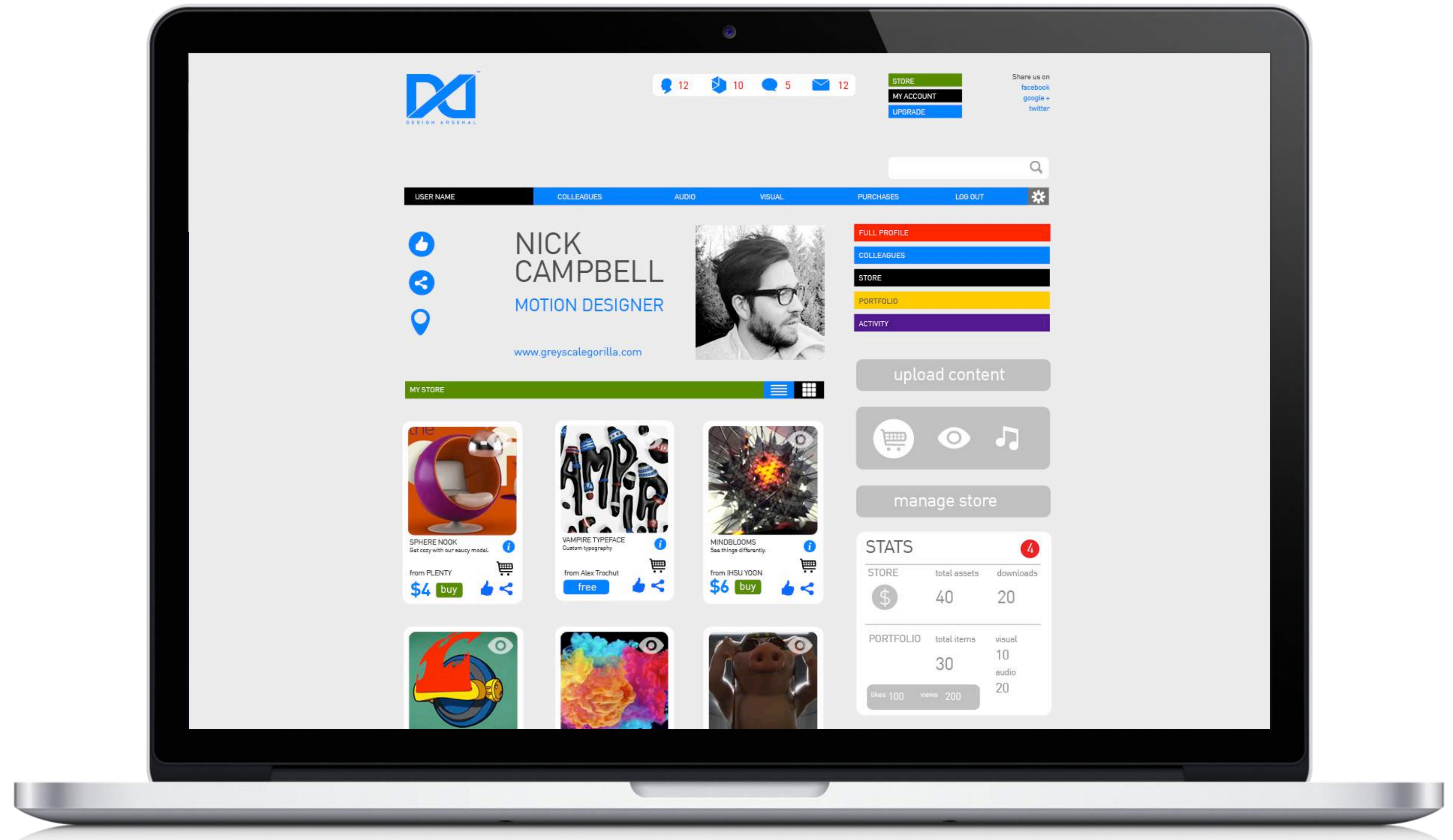




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Sample Works

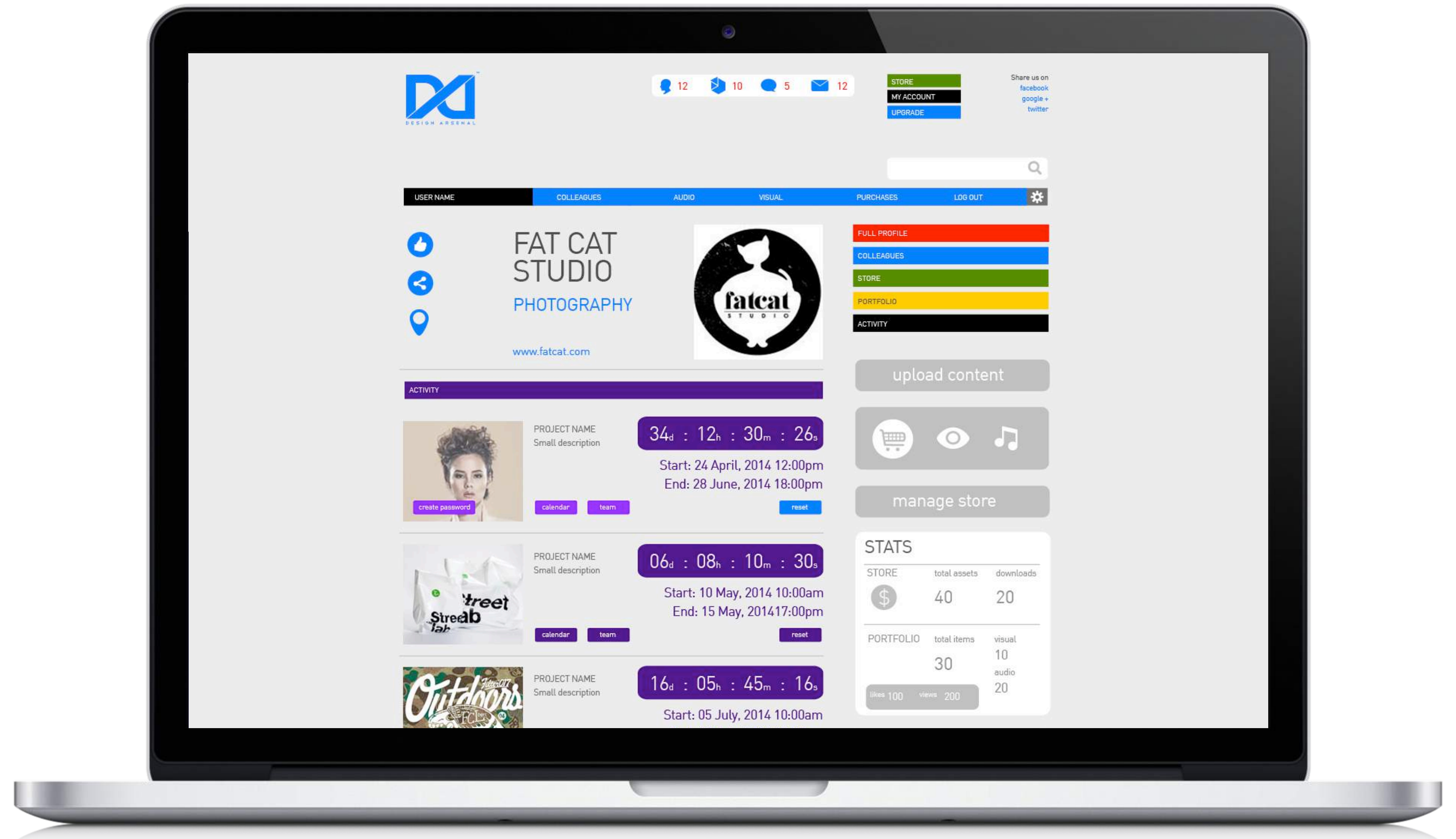


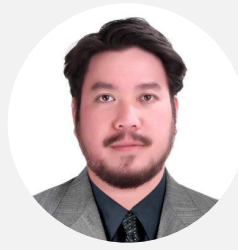


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Sample Works



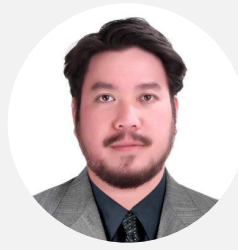


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Sample Works

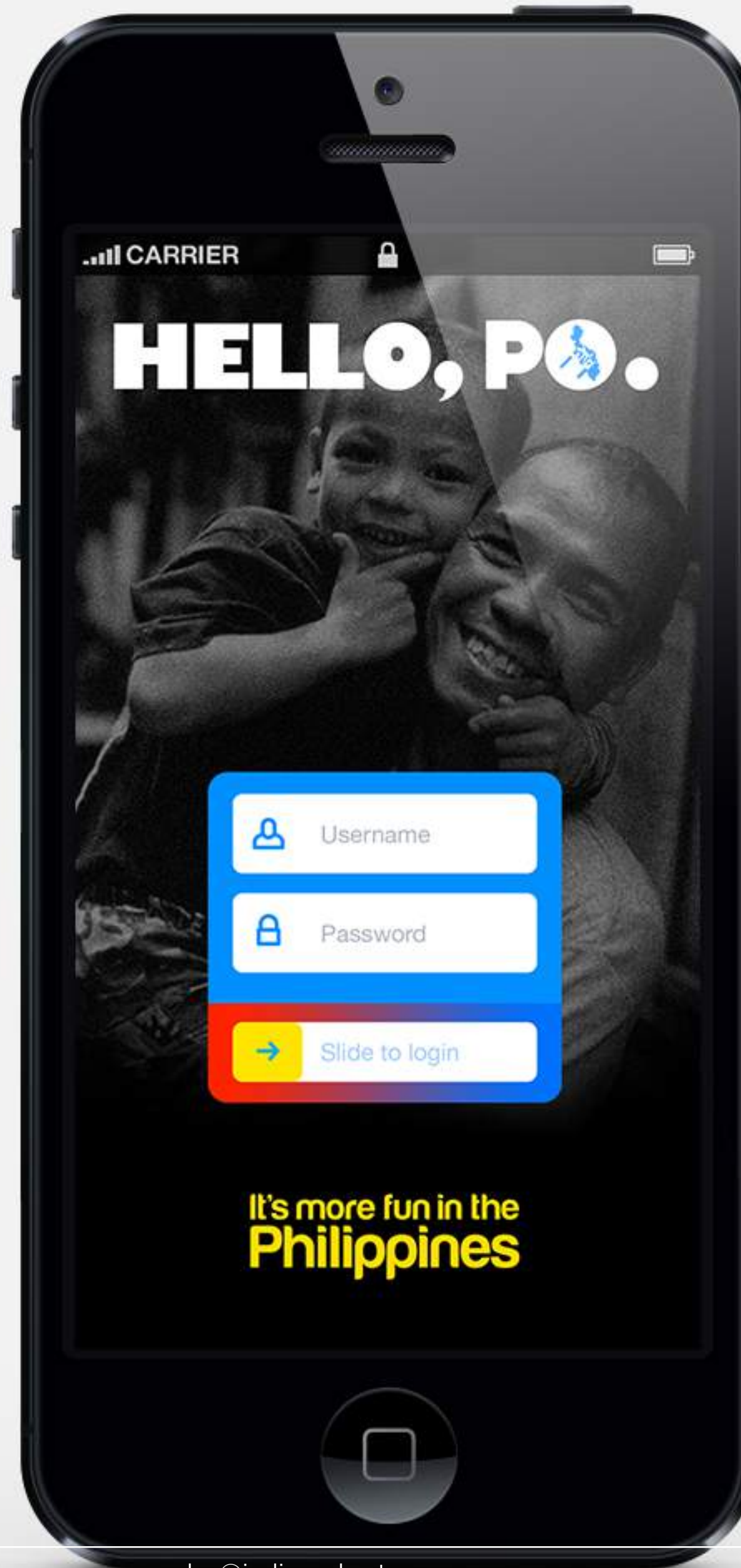


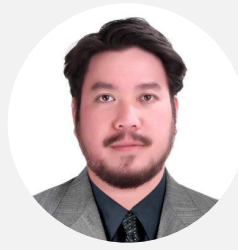


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Sample Works

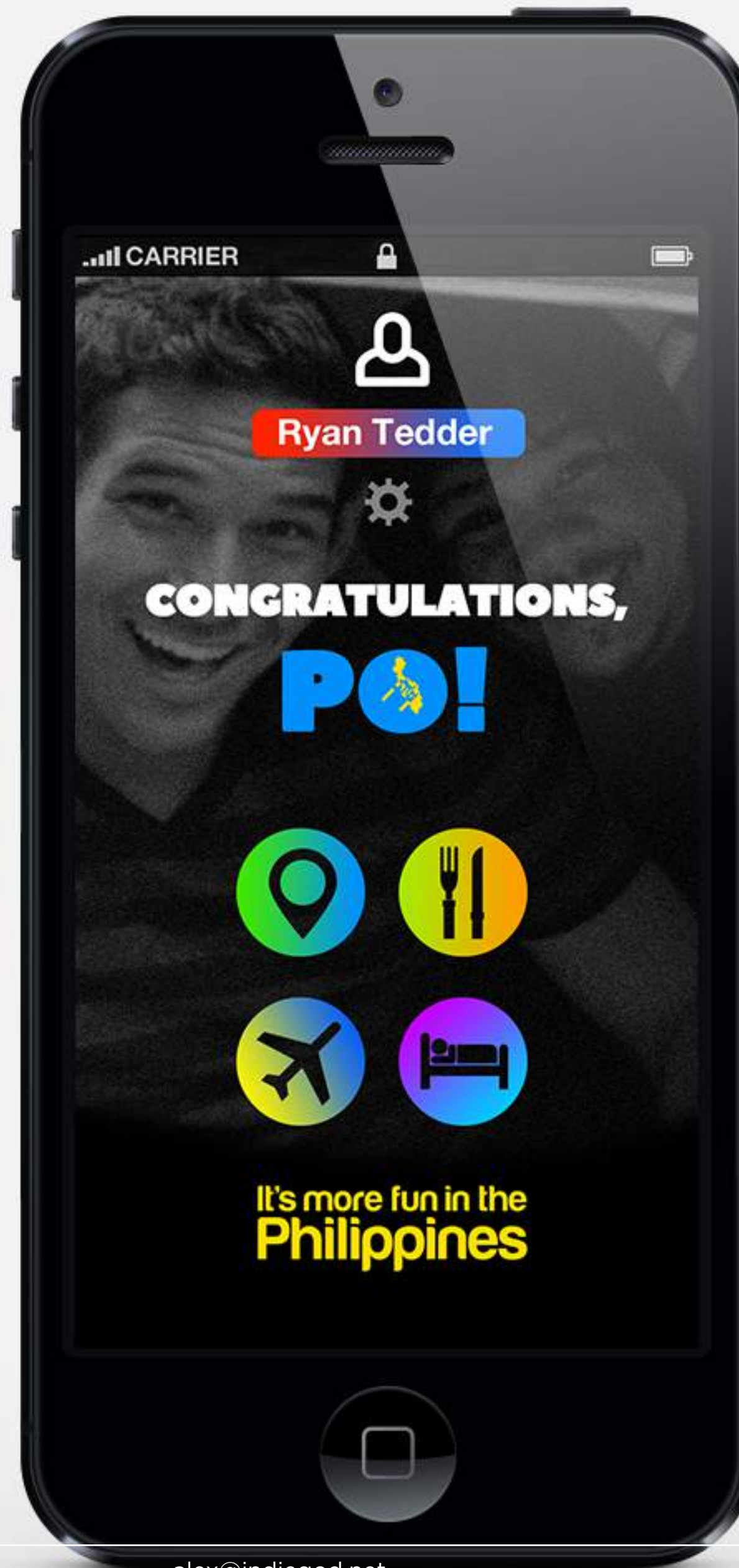




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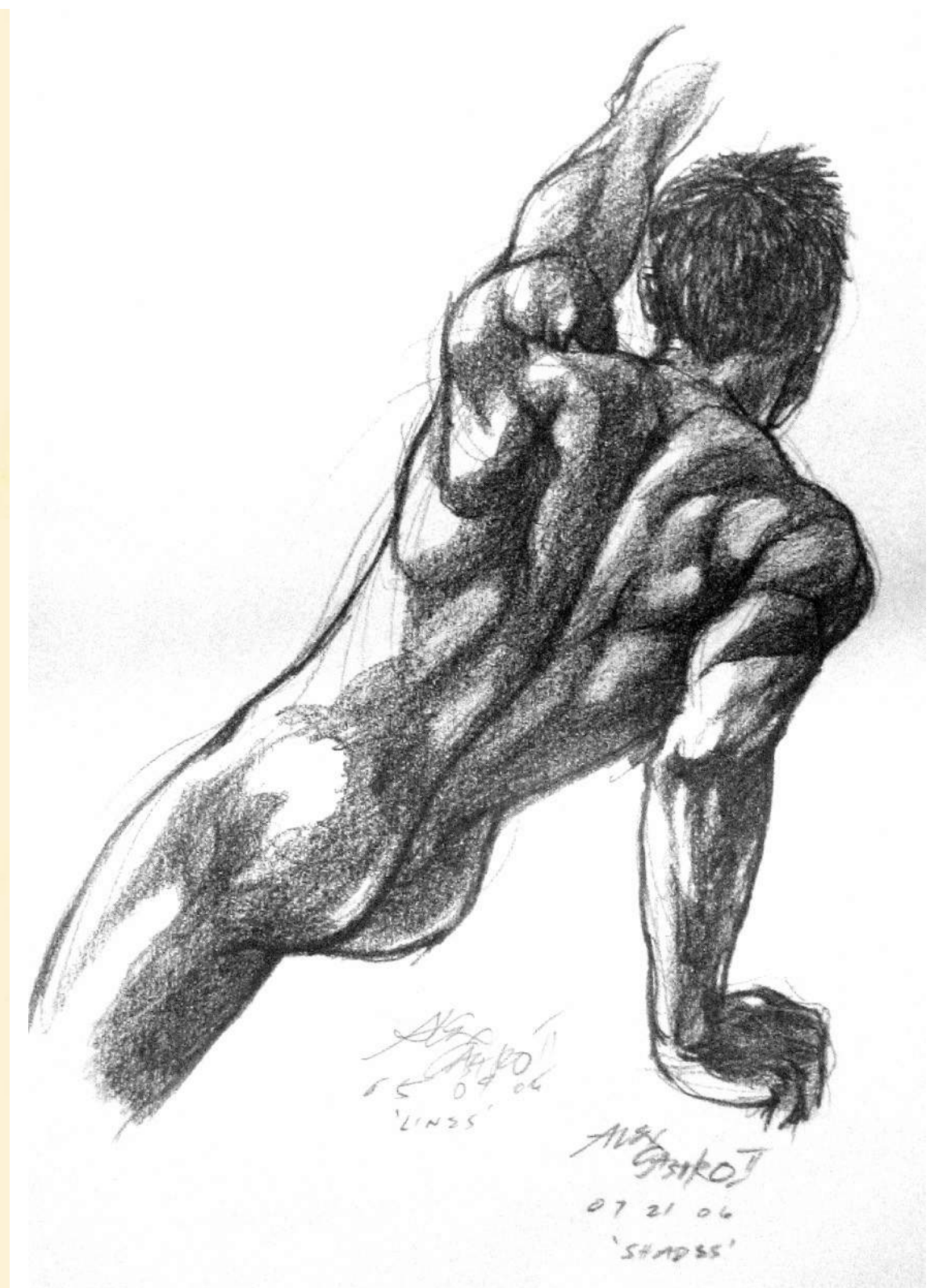
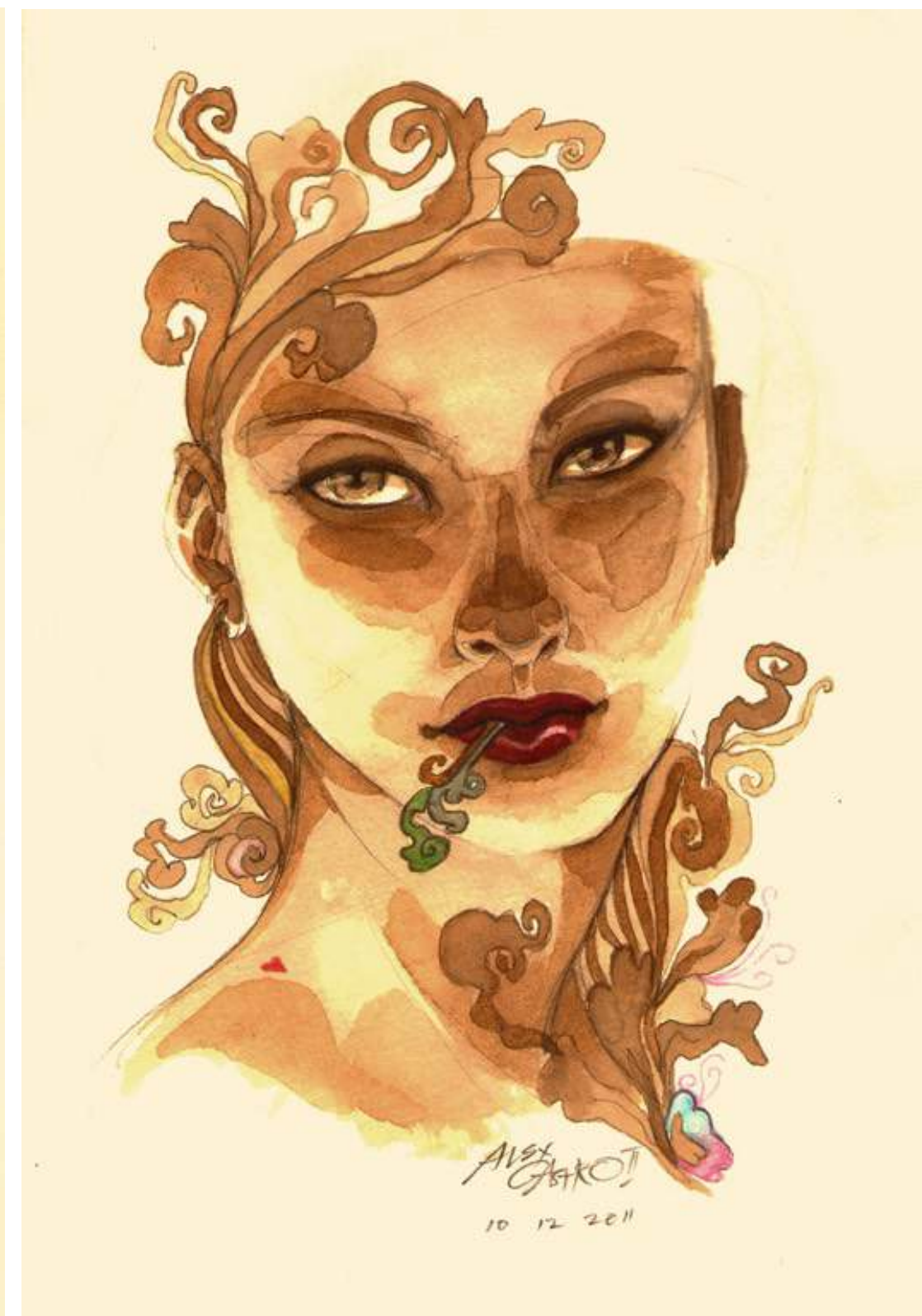
Product / Content Development

Sample Works



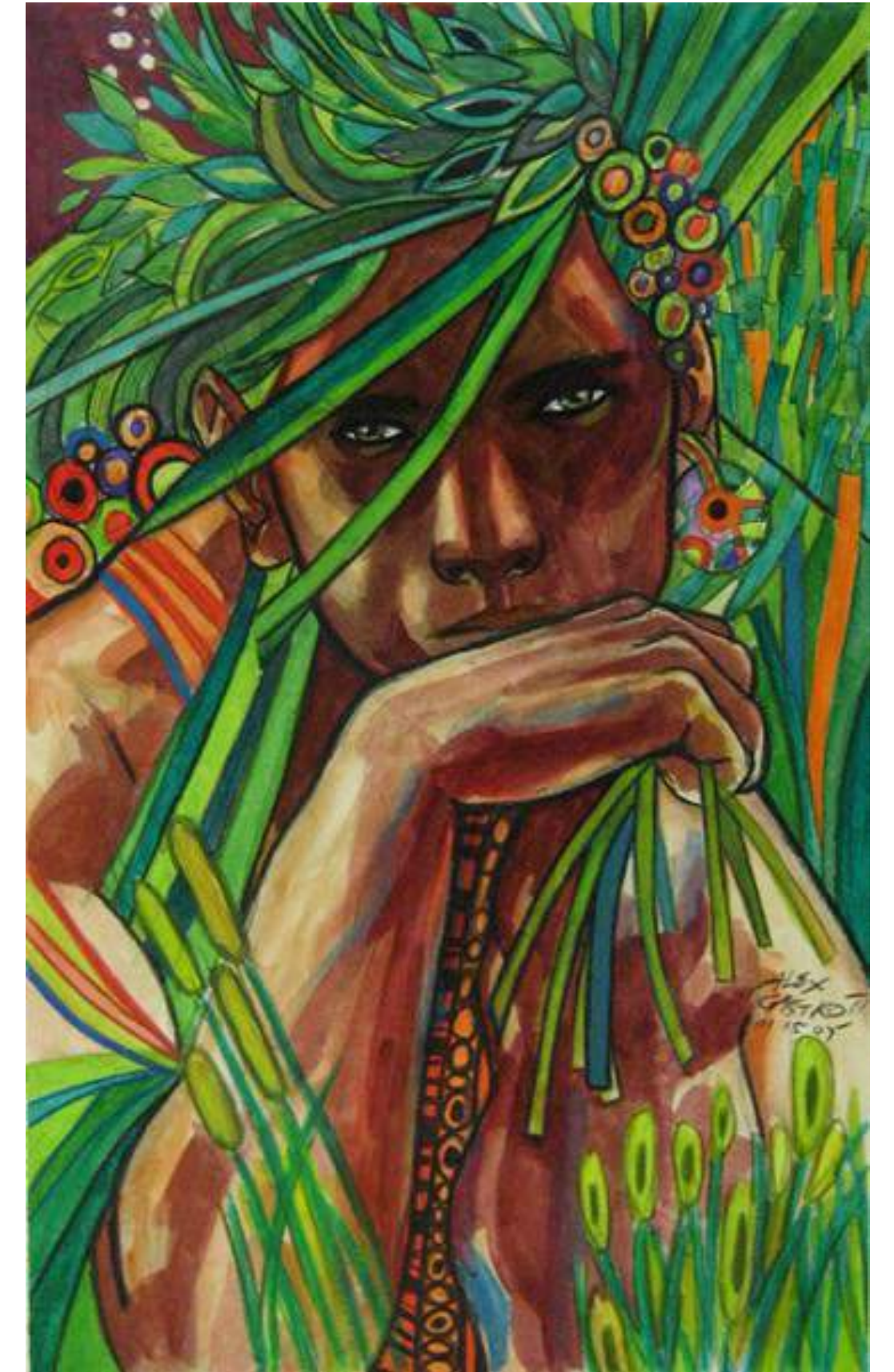
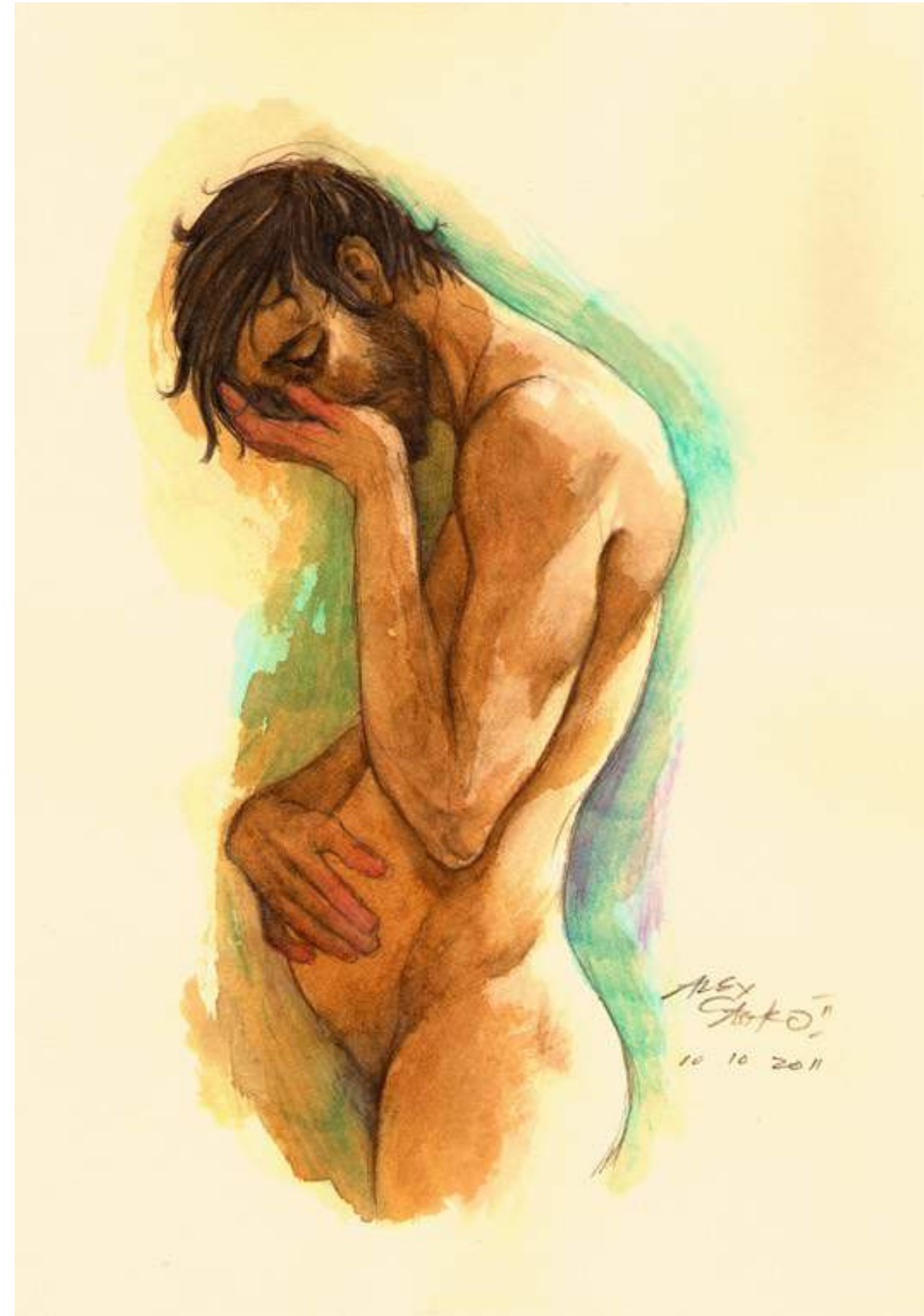
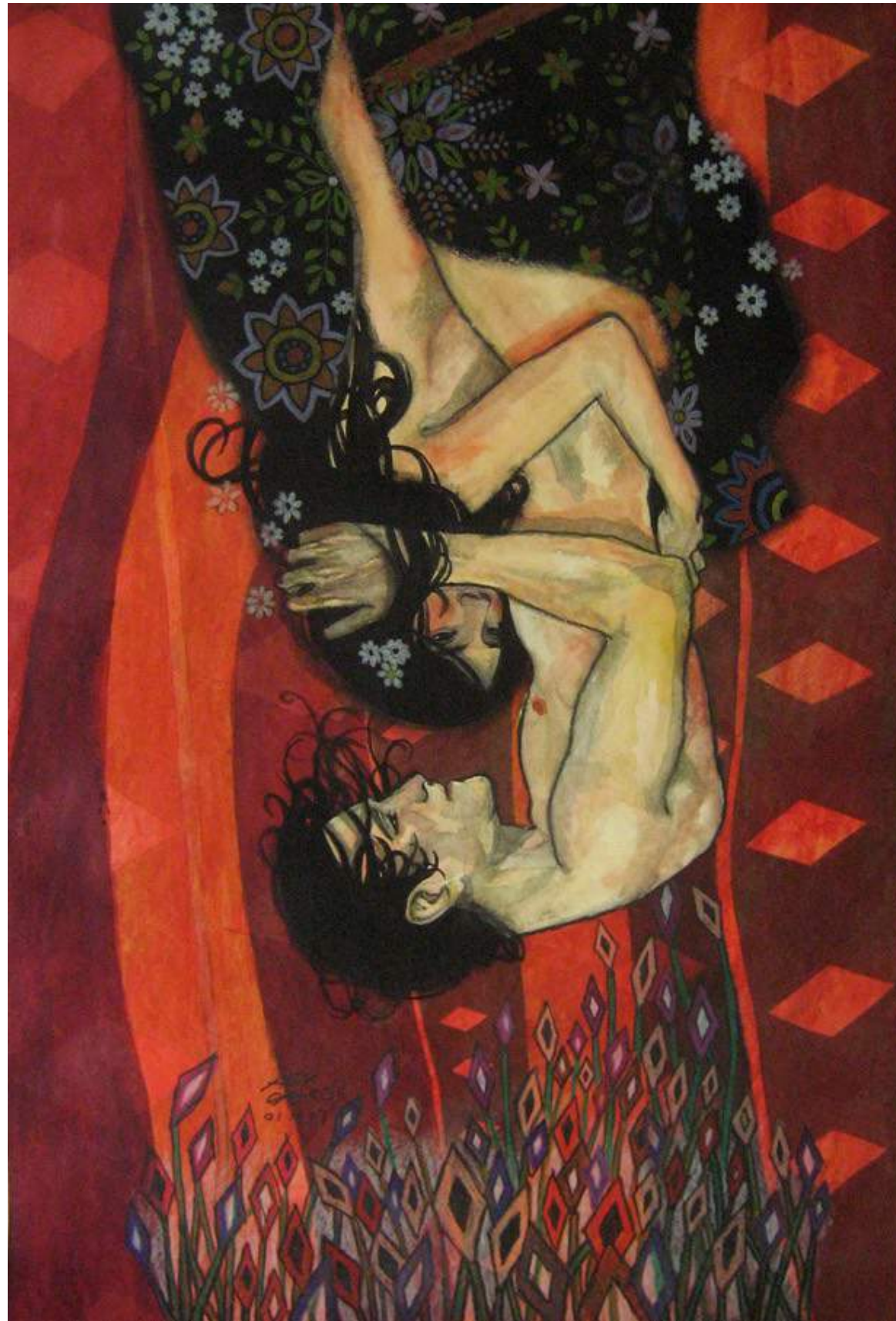


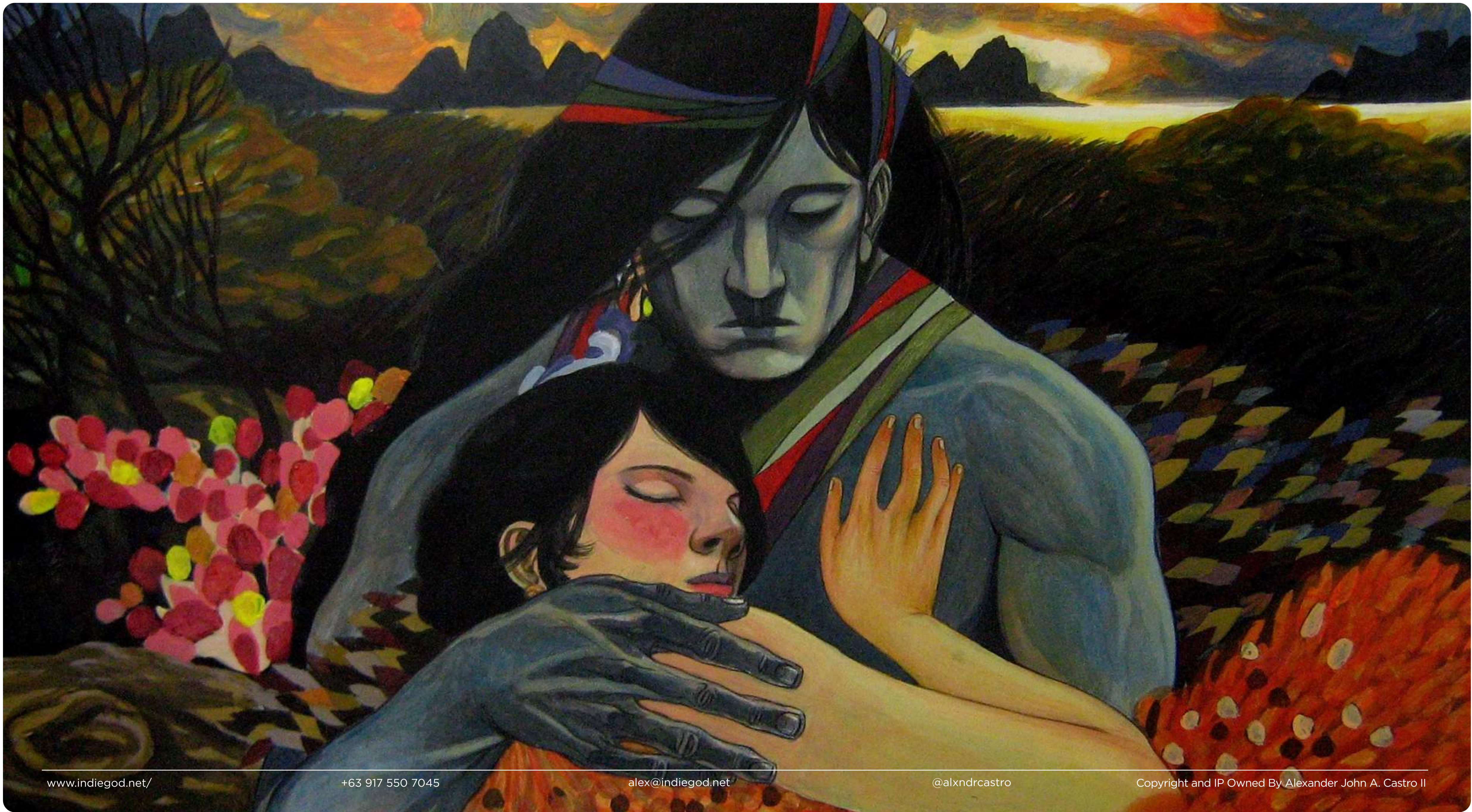
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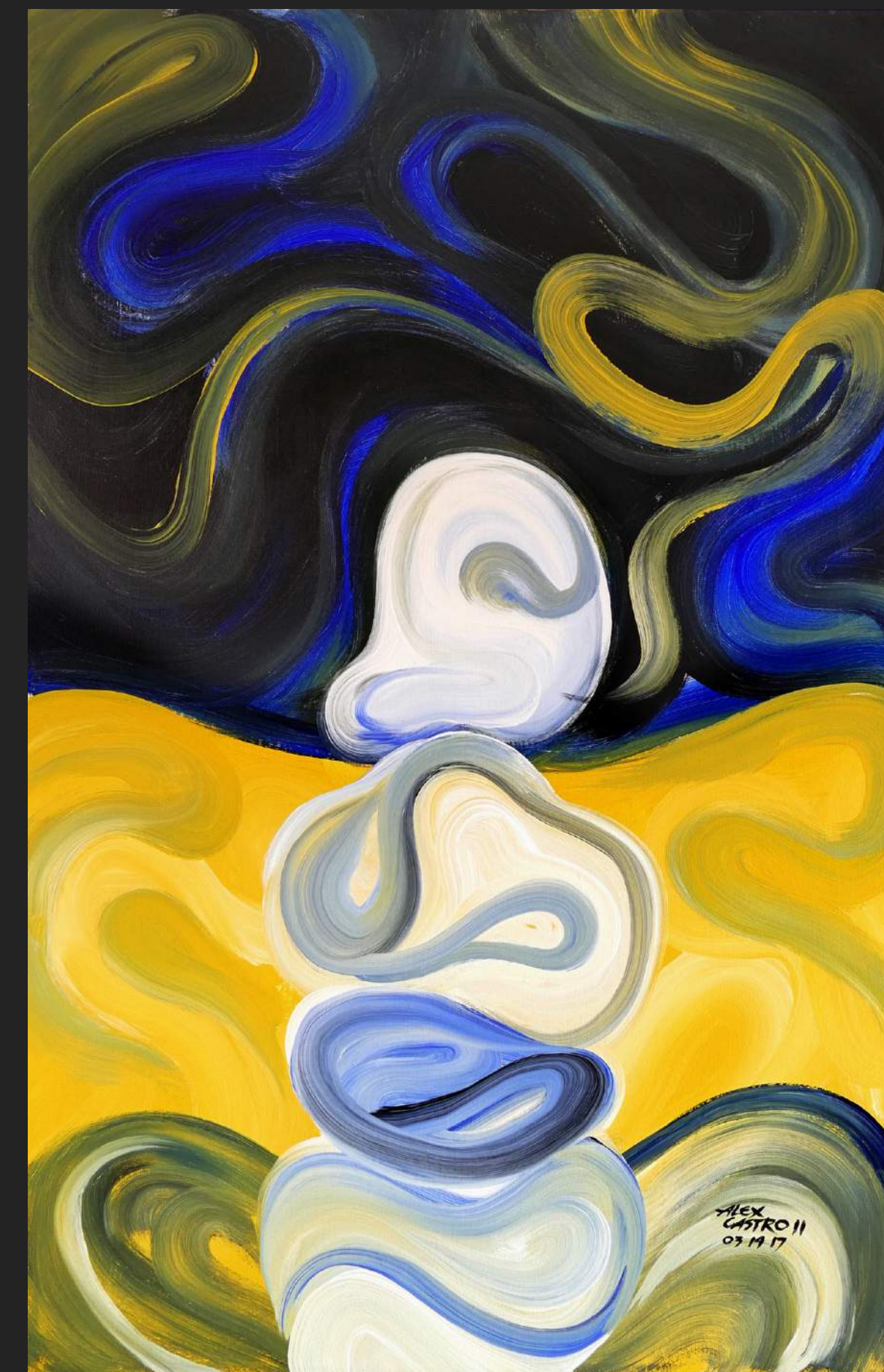
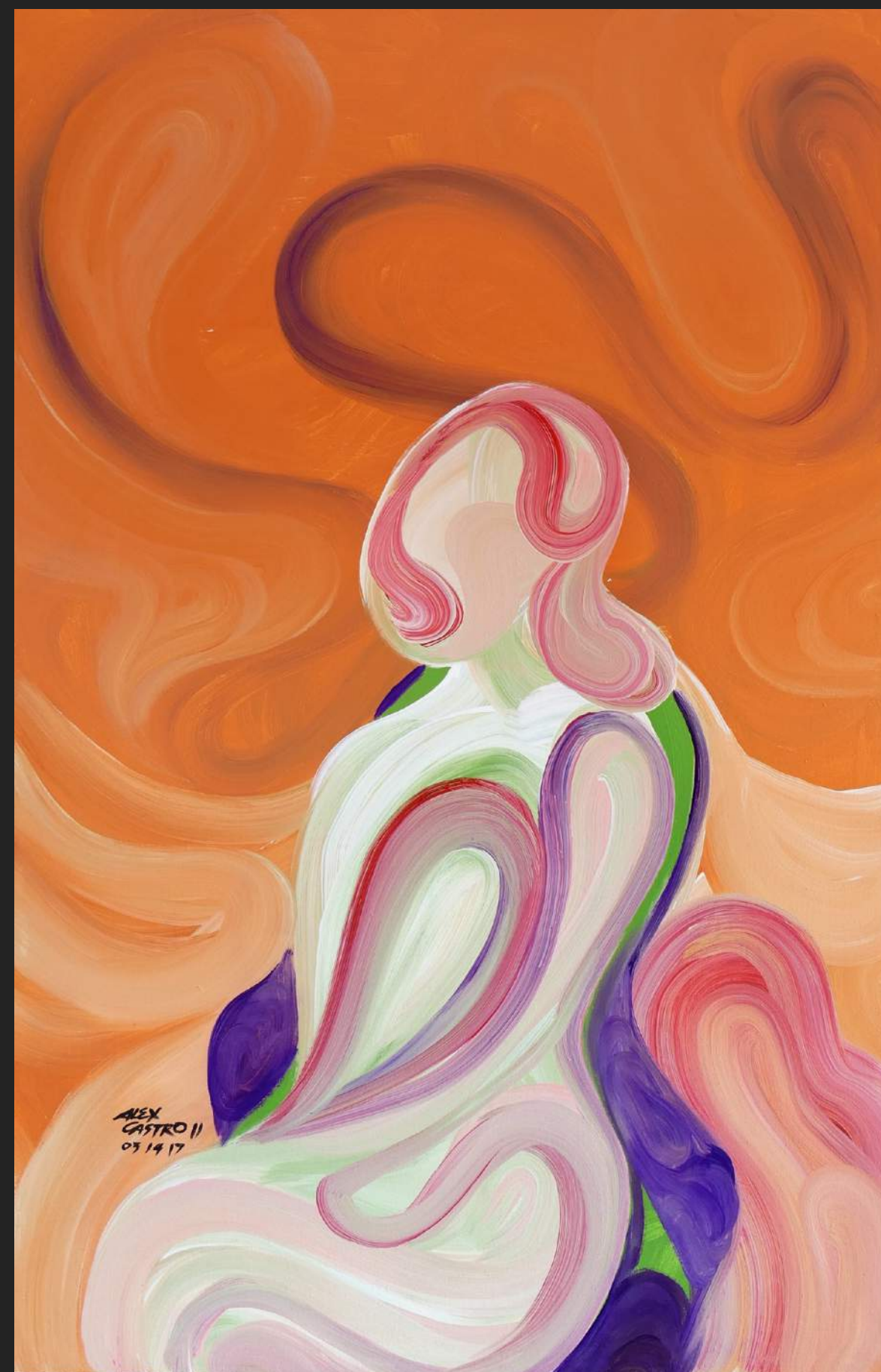






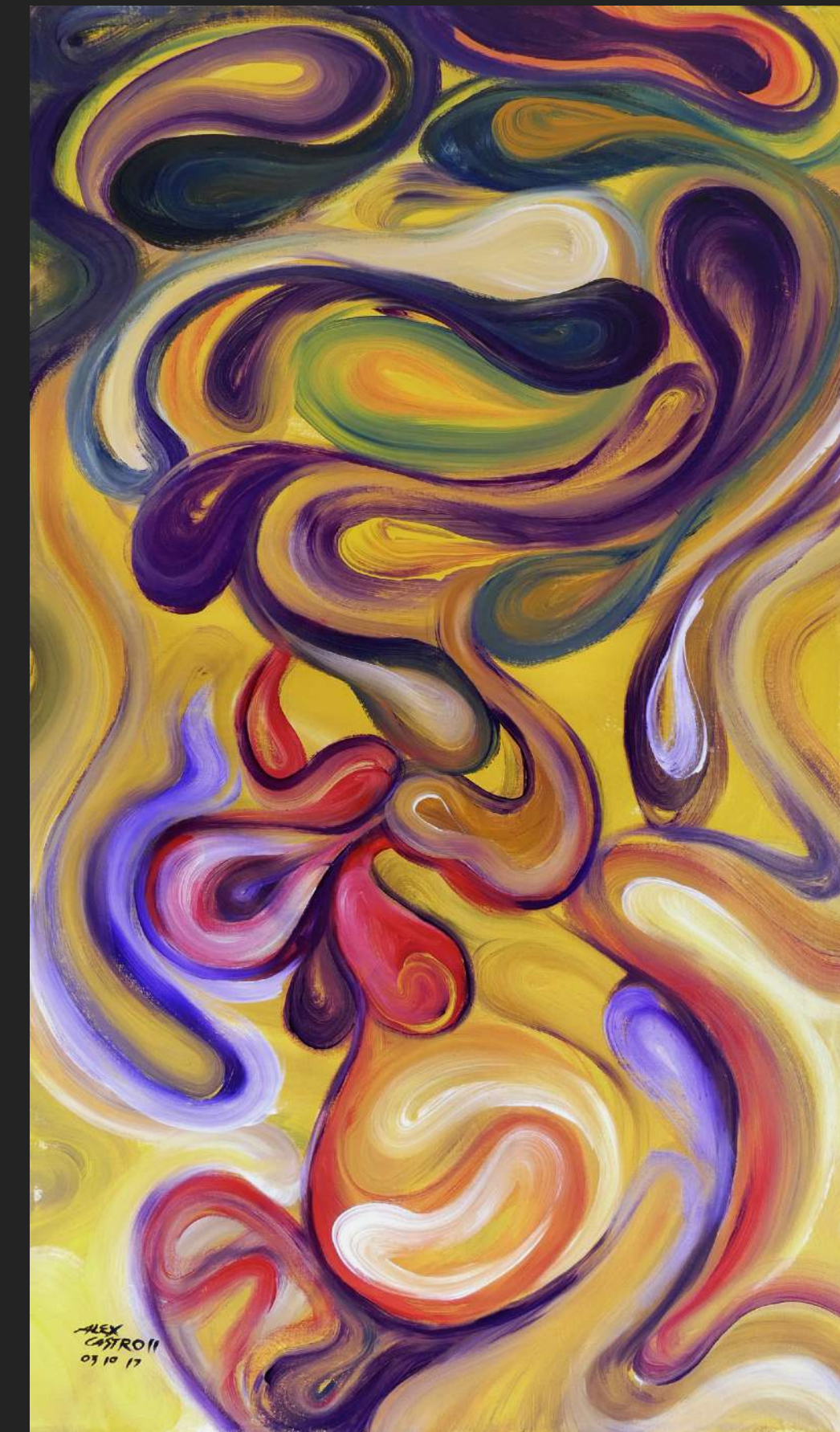
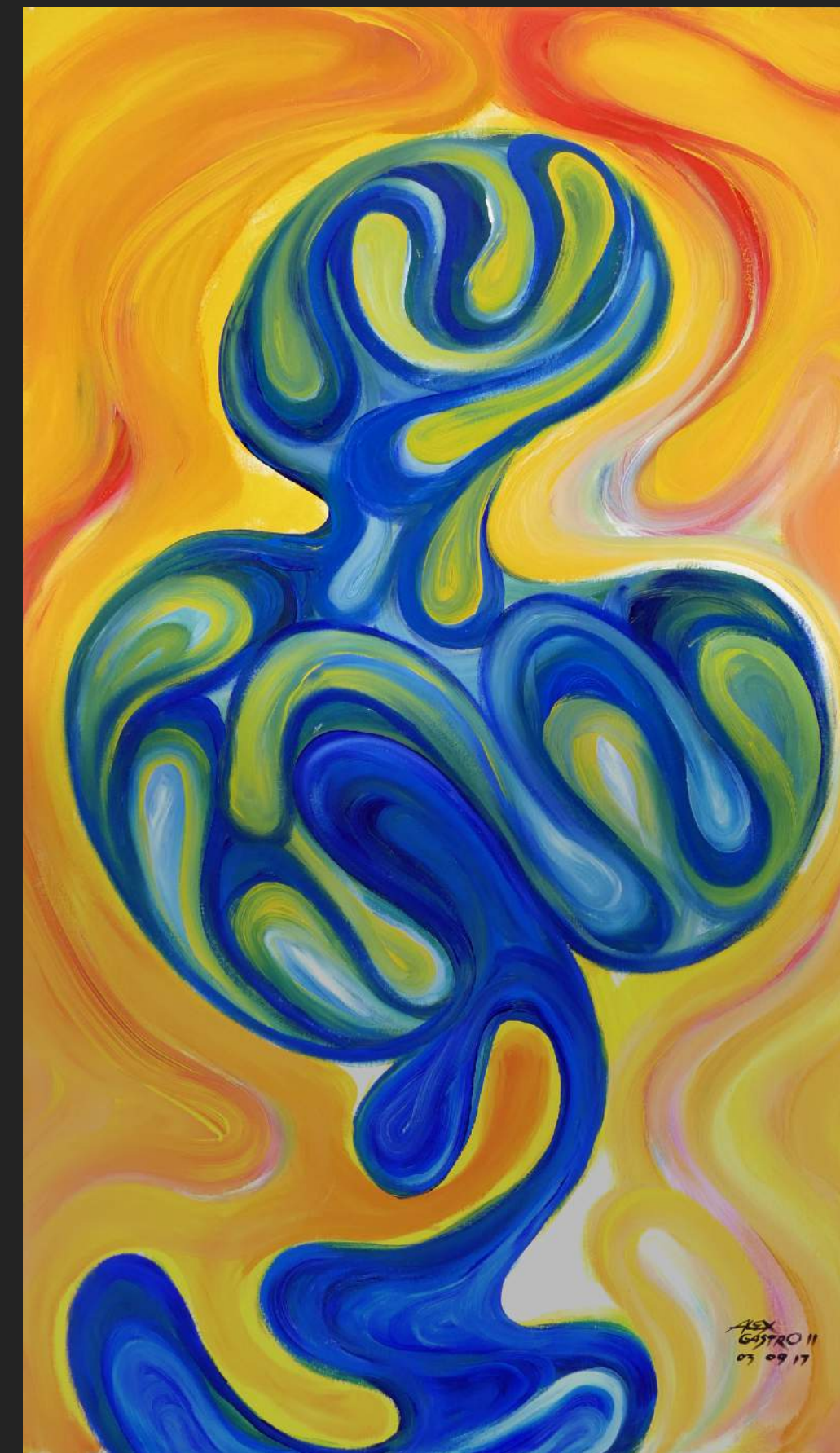
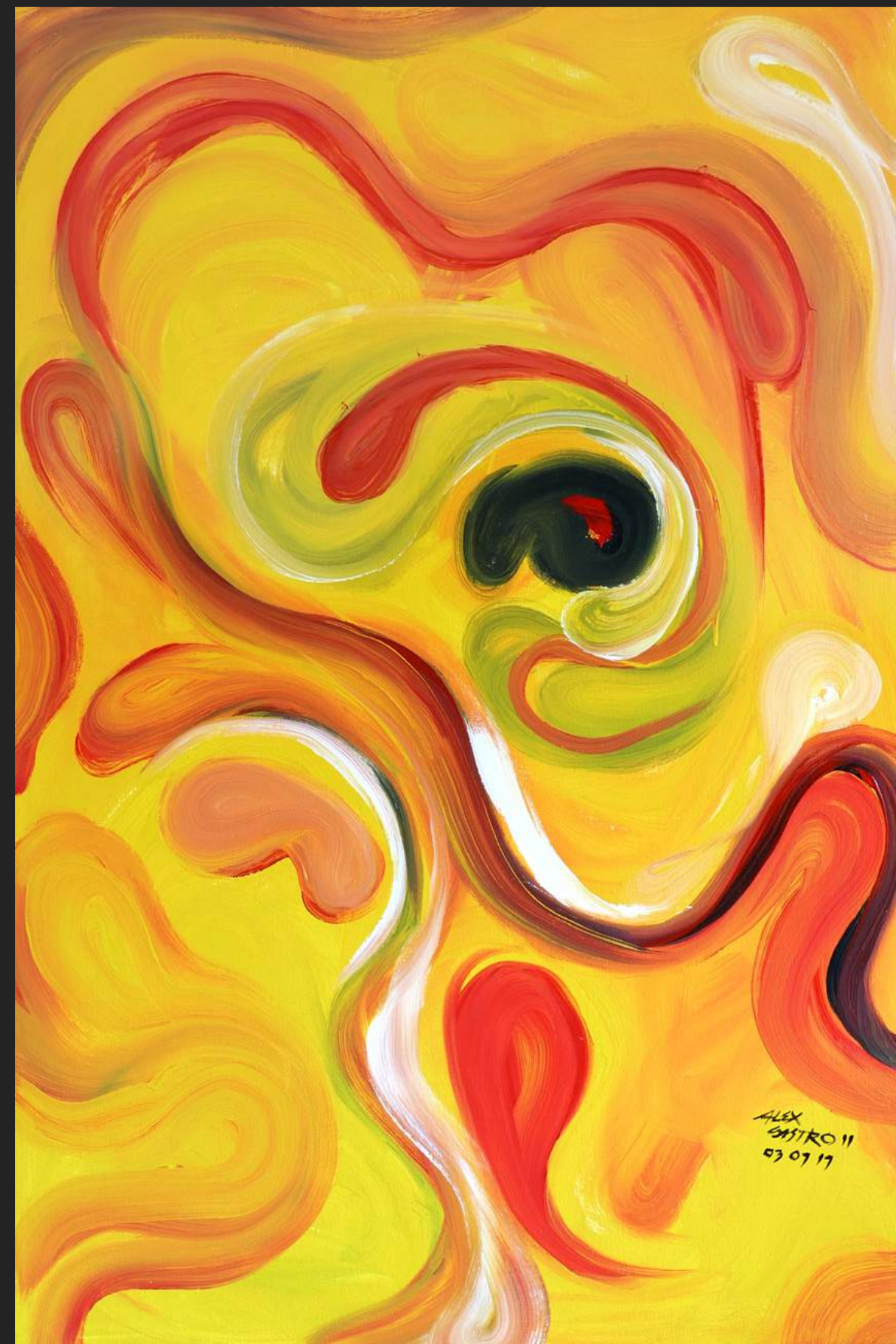
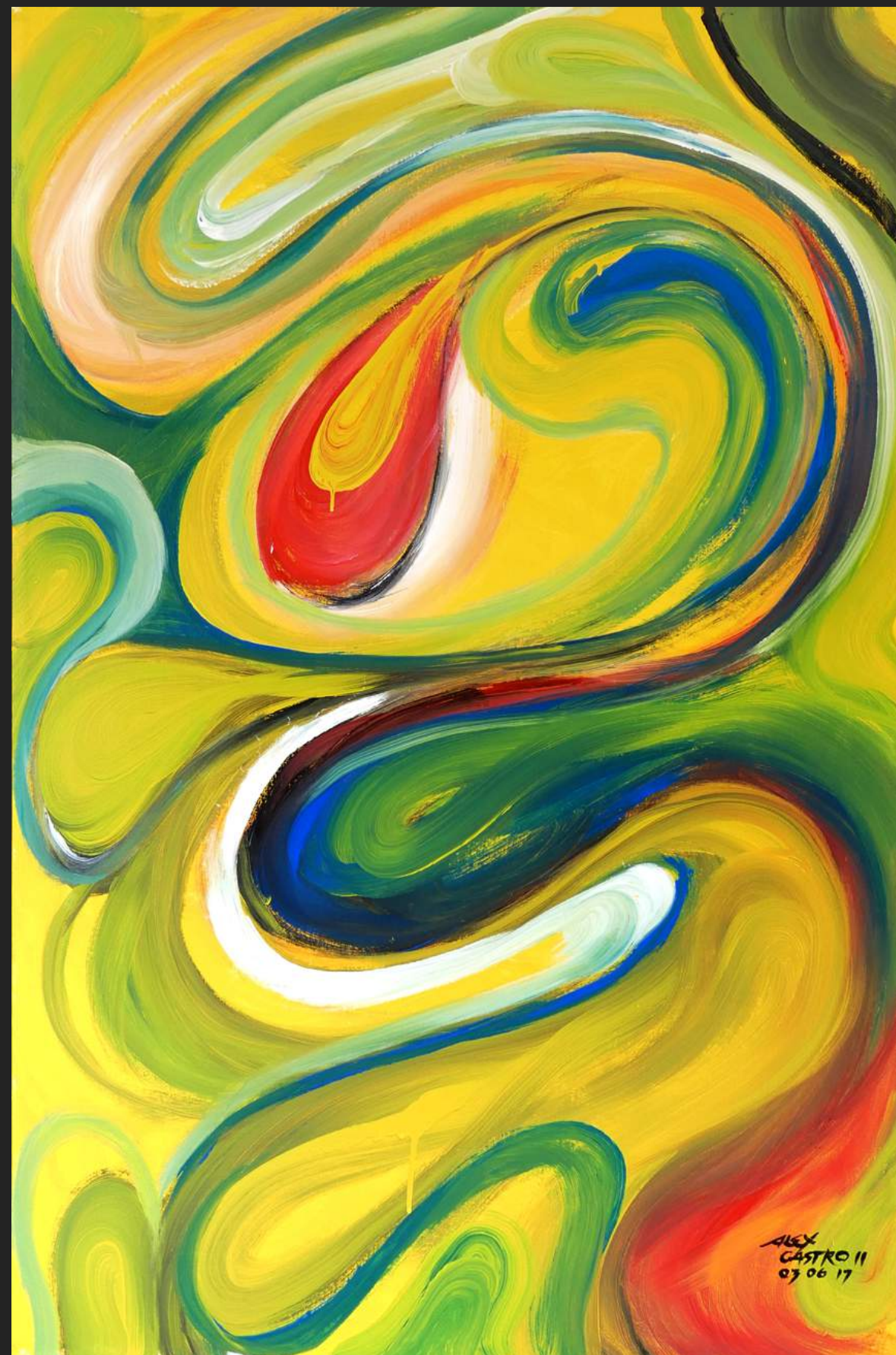


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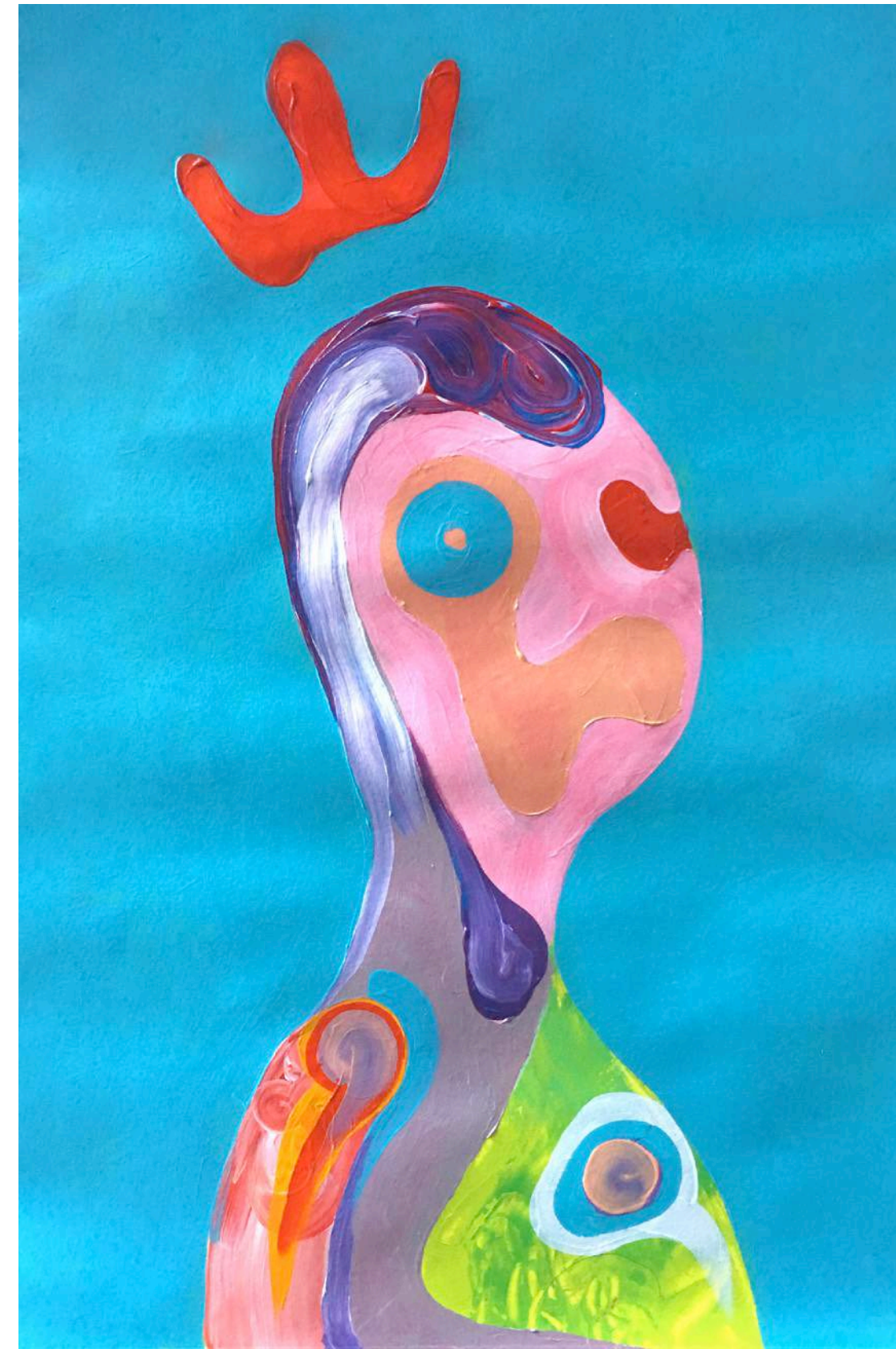
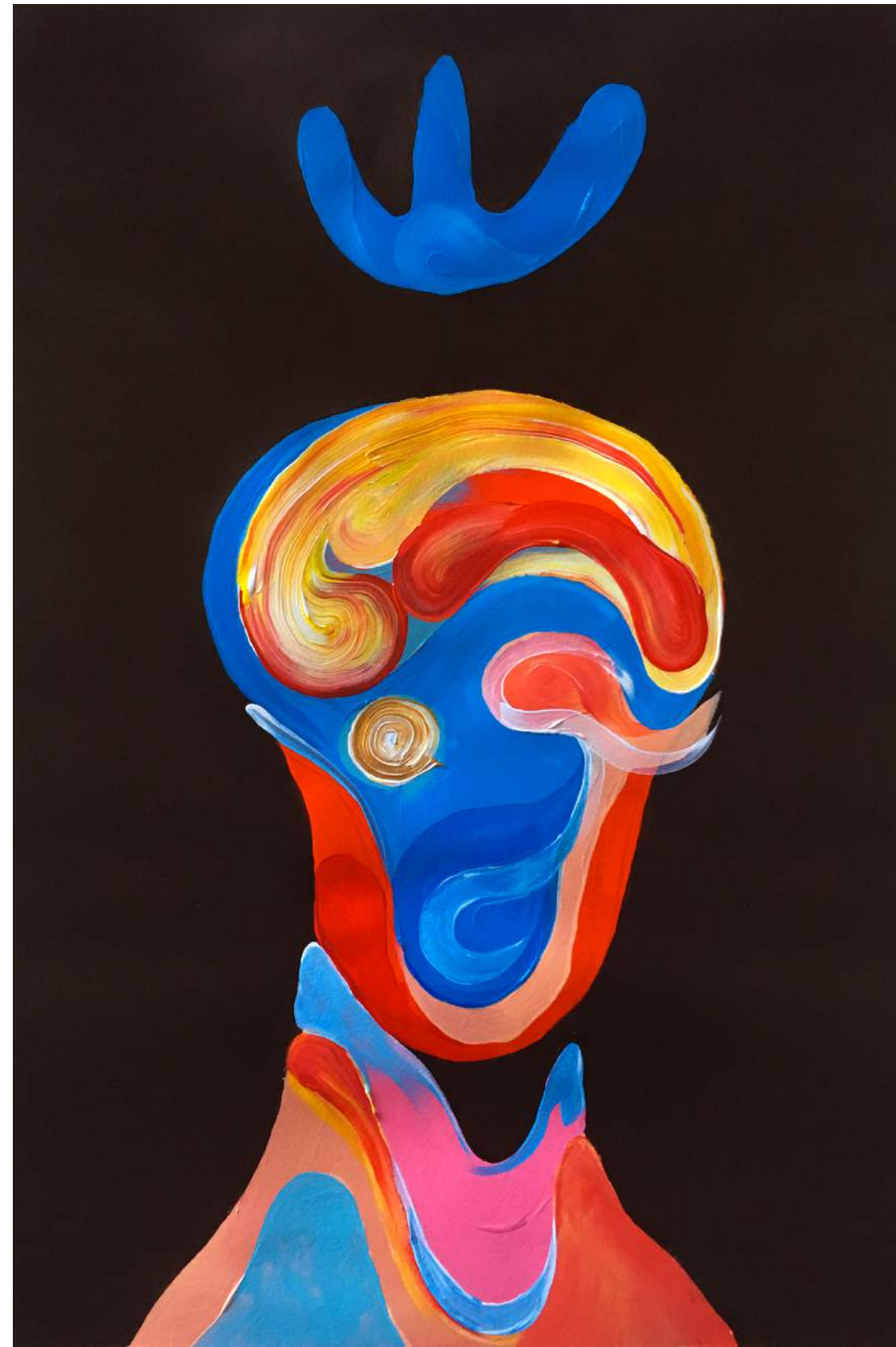
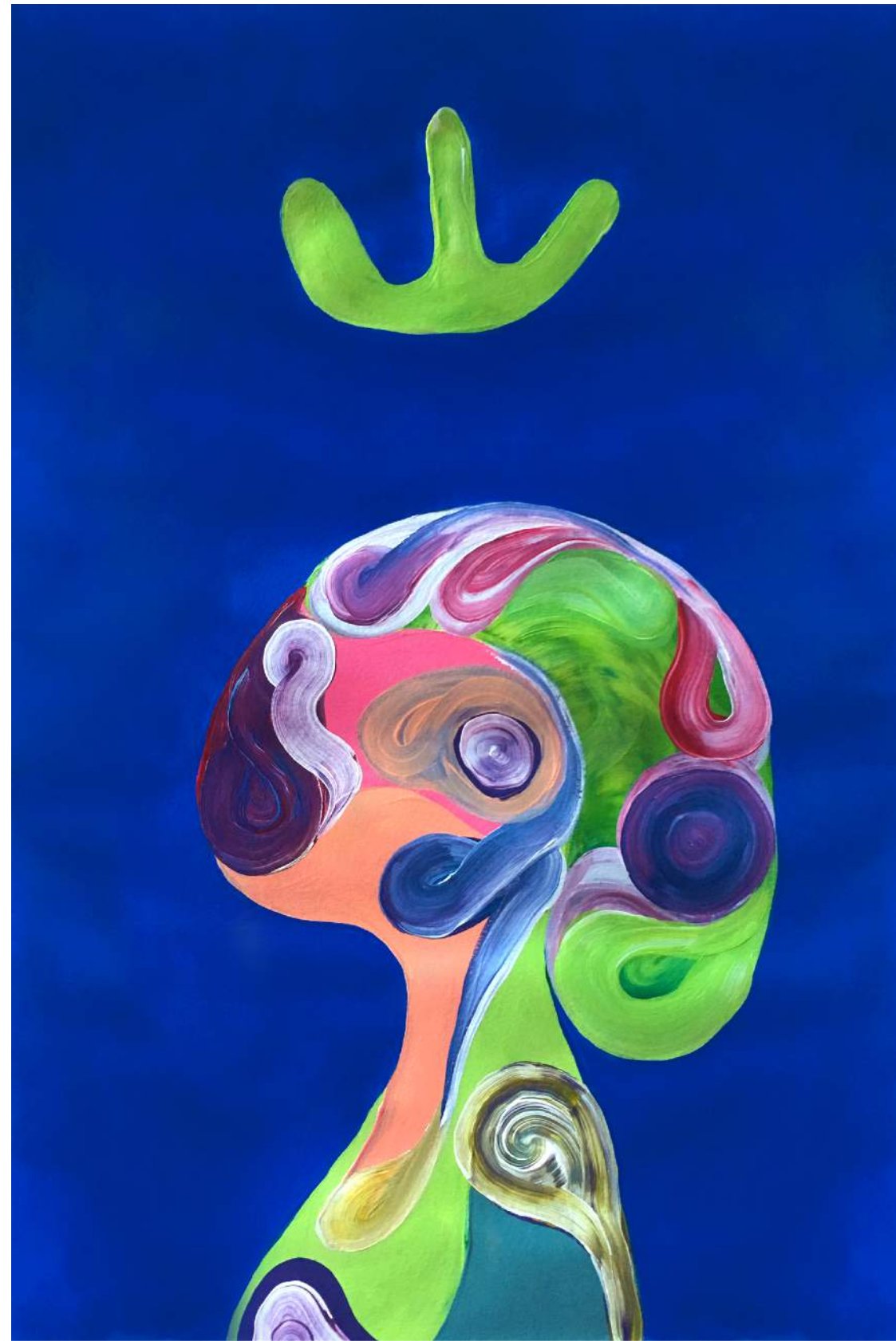


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Think. Design.

How I work compliments exactly how I think and what I believe. I keep it simple. Summarizing my process into two categories.

Perception (Think)
Realization (Design)

These enables me to act swiftly into gathering the required information to come up with an actionable solution. I am very critical in terms of how I think things through but I always make sure that the results are naturally easy and intuitive so that nothing gets lost in translation.



Thank You!

Photography by Alexander Castro II

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www.indiegod.net/

+63 917 550 7045

alex@indiegod.net

[@alxndrcastro](https://www.instagram.com/alxndrcastro)

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