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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)
- 13,200+** Delivered projects (60% for 1 company)
- 100%** Delivery rate

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

Present **8000+** managed projects to date

My role is to provide guidance through leadership in creative excellence for a 12 member team (and counting) comprised of creatives in graphic design, video editing, animators, and content writers. Managing projects and implementing efficient production processes to accommodate volume of projects 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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2023