

ANGEL CASTRO

SENIOR MULTIMEDIA DESIGNER | CREATIVE LEAD | ART DIRECTOR

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SUMMARY

Creative and Visual Design Leader with 20+ years of experience delivering strategic brand, marketing, multimedia, and visual communication solutions for global organizations. Expertise spans creative direction, graphic design, brand identity, typography, layout design, print production, digital experiences, video production, motion graphics, photography, UI design, and AI-assisted content creation. Proven success leading projects from concept through execution while partnering with executives, stakeholders, marketing teams, instructional designers, and cross-functional business partners. Recognized for translating complex business objectives into compelling visual experiences that drive engagement, learning outcomes, brand awareness, and organizational growth. Combines strong design fundamentals with modern technology, AI-powered workflows, and creative leadership to develop scalable solutions across print, digital, broadcast, mobile, social, and learning platforms.

CORE SKILLS & TOOLS

Adobe Photoshop • Illustrator • InDesign • After Effects • Premiere Pro • Figma • Articulate Rise • Microsoft Office • AI Creative Tools • AI-Assisted Content Creation • Art Direction • Brand Identity • Brand Strategy • Campaign Development • Creative Direction • Creative Operations • Cross-Functional Collaboration • Design Systems • Editorial Design • Generative AI • Graphic Design • Instructional Design Support • Learning Experience Design (LXD) • Layout Design • Marketing Design • Motion Graphics • Multimedia Production • Photography • Print Production • Project Management • Stakeholder Management • Team Leadership • Typography • User Experience (UX/UI) • Video Production • Visual Design Leadership • Visual Storytelling

CAREER HIGHLIGHTS

- 20+ years of experience across branding, marketing, multimedia production, and visual communications.
- Led creative initiatives for Amazon, Royal Caribbean, Newsmax, ION Media, and Jarden Consumer Solutions.
- Produced hundreds of video, motion graphics, print, digital, and marketing assets across enterprise and consumer-facing organizations.
- Expertise in creative direction, graphic design, branding, typography, visual storytelling, photography, and AI-powered content creation.
- Experienced mentoring creative teams and collaborating with executives, stakeholders, marketing leaders, and cross-functional partners.

PROFESSIONAL EXPERIENCE

Senior Multimedia Designer | Visual Design Lead

January 2022 – April 2026

AMAZON

- Directed video strategy, scripting, production, post-production editing, motion graphics, and graphic design initiatives, producing 100+ multimedia assets annually supporting employee training and leadership communications.
- Developed multimedia learning experiences and visual communication assets that improved employee engagement, content retention, and training effectiveness.
- Partnered with stakeholders, leadership teams, instructional designers, and business partners to align creative and design solutions with organizational goals.
- Created 200+ digital, print, environmental, and presentation assets supporting enterprise-wide training programs, workshops, and leadership communications.
- Integrated AI-assisted content creation workflows to streamline production processes, accelerate content development, and improve creative efficiency.
- Managed photography, audio production, motion graphics, graphic design, and asset development while maintaining consistent brand standards.
- Managed digital asset libraries containing thousands of creative assets, improving accessibility, consistency, and production efficiency across multiple departments.
- Mentored designers and content creators while providing creative leadership across multiple concurrent learning and communication initiatives.

Senior Multimedia Designer | Visual Design Lead

April 2019 – January 2022

ROYAL CARIBBEAN

- Designed and developed multimedia learning experiences for global Learning & Development programs.
- Produced interactive eLearning experiences for a global workforce using Articulate Rise, video production, motion graphics, animation, and audio-driven learning content.
- Developed multimedia assets supporting onboarding, compliance, operational training, and employee development

programs across international teams.

- Partnered with instructional designers and business leaders to translate complex information into engaging learning experiences.
- Maintained visual consistency across global learning initiatives while supporting brand standards and organizational objectives.

Senior Multimedia Designer I Visual Design Lead

November 2014 – April 2019

NEWSMAX TV

- Created visual content across broadcast, digital, print, and marketing channels reaching national audiences and supporting daily media operations.
- Designed editorial layouts, promotional campaigns, motion graphics, animation, and on-air graphics.
- Developed compelling visual storytelling solutions that enhanced audience engagement and brand recognition.
- Maintained high standards of typography, layout, visual hierarchy, and production quality across all deliverables.
- Produced production-ready creative assets for television, digital media, social platforms, and marketing campaigns.

Lead Marketing Graphic Designer I Creative Lead

December 2011 – October 2014

ION MEDIA

- Led creative development for 50+ integrated marketing campaigns across broadcast, digital, print, mobile, and social media platforms.
- Designed strategic marketing collateral, direct mail campaigns, presentations, sales materials, and promotional assets.
- Developed motion graphics, storyboards, animation, and visual concepts supporting marketing and advertising initiatives.
- Designed user interfaces and contributed to the development of the ION Television mobile application for iOS and Android.
- Collaborated with executive leadership, marketing teams, and sales stakeholders to align creative execution with business objectives.
- Supervised and mentored distributed design teams across multiple locations, maintaining creative consistency and production excellence across concurrent campaigns.
- Helped strengthen brand visibility through cohesive multi-channel campaign development and visual communication strategies.

Senior Graphic Designer I Creative Lead

January 2008 – October 2011

JARDEN CONSUMER SOLUTIONS

- Developed creative concepts for national and international advertising campaigns.
- Created packaging, branding, print advertising, trade show displays, direct mail, and promotional materials supporting national and international consumer brands.
- Collaborated directly with stakeholders and clients to translate business goals into effective visual solutions.

Art Director I Lead Designer

COTTON & COMPANY

March 2005 – December 2007

- Led creative concept development and execution for high-volume direct mail and print campaigns, delivering production-ready assets for national marketing initiatives.
- Designed strategic marketing collateral aligned with brand objectives and campaign goals.
- Translated brand messaging into cohesive visual systems across print and promotional materials.
- Partnered with marketing teams and stakeholders to develop design solutions that improved engagement and performance outcomes.
- Directed layout, typography, and visual branding direction to ensure high standards of quality and brand consistency.
- Managed projects from concept through production, ensuring timely delivery and business alignment.

AWARDS

Unsung Hero Award – Amazon

ASME Magazine Cover Recognition – Newsmax

EDUCATION:

Bachelor of Science, Organizational Leadership — Palm Beach Atlantic

Graphic Design — Westchester Community College

3D Animation — Full Sail University

ADDITIONAL INFORMATION

• Fluent in English and Spanish • Expert in visual storytelling, creative leadership, and brand execution • Extensive experience in video production, photography, motion graphics, and multimedia content creation • Advanced proficiency in Adobe Creative Suite, AI-powered creative tools, and digital content workflows.