



SAMANTHA CASTRO

GET IN TOUCH

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WHO I AM

I am a Texas based Art Director, Freelance Designer and conceptual thinker creating exciting and captivating brand marketing materials. I excel at providing a strategic perspective for brand storytelling across print and digital platforms.

MAD SKILLS

Art Direction
Publication Layout
Graphic Design
Web Design
Presentation Design
Project Management
Time Management

TECHNOLOGY

Adobe Creative Suite
Illustrator
InDesign
Photoshop
XD
Acrobat
HTML
Listrak
Sketch
Zmags - Creator

SMARTS

BACHELORS OF FINE ARTS
The Art Institute of Houston
Major in Graphic Design
2010 - 2014

Wharton County Jr. College
Basics for transfer
2008 - 2010

HIGH SCHOOL DIPLOMA
Rice Consolidated
2004 - 2008

WHERE I'VE BEEN

ART DIRECTOR • FEB 2020 - CURRENT | LEAD SENIOR DESIGNER • SEPT 2018 - FEB 2020
Star Furniture & Mattresses

Working one on one with senior level staff to devise compelling marketing campaigns that coincide with our brand voice. Responsible for leading the creative team to create successful solutions to increase revenue to our stores and our e-commerce business. Manages and delegates internal projects with designers in house, third-party agency, and web team while making sure all elements fit within our brand standards. Oversee day-to-day creative activities that include development and delivery of billboards, in-store signage, digital creative, emails, handouts, and promotional catalogs. Before my promotion, I was lead creative on all aspects of marketing materials within the department.

TOURNAMENT DESIGNER • JUNE 2015 - CURRENT
Fayez Sarofim & Co. U.S. Men's Clay Court Championship

Collaborating, Project Management, Layout, Design, and Implementation - Working one on one with the Tournament Director, Coordinator, and the yearly Chairs to create a beautifully crafted and artistic 200-page publication for all who visit the tournament. Handling and organizing the submission of all content for the book, working with clients who wish to advertise, designing the look and feel, and upon completion, I work with our prestigious printer to finish up the final project.

DIGITAL DESIGNER • FEB 2016 - AUG 2018
Academy Sports + Outdoors

Designing concepts and mock-ups utilizing layout principles and aesthetic design elements for the Academy.com homepage to peek consumer interest in our retail product. Collaborating with the eCommerce merchant team to establish stories that would work well based on a total company push per week. Responsible for keeping a seamless user experience top of mind while designing a fully responsive website while meeting ADA compliance. Working with HTML and CSS to bring creativity on the homepage, custom landing pages, and category pages to life.

GRAPHIC ARTIST + DESIGNER • OCT 2013 - FEB 2016
Spotlight Creative

Designed and crafted brand identities for both web and print for a vast array of clients. Collaborated with project leads, created scopes and workflows, worked with production and print vendors, conducted press checks, and formatted design templates for client and vendor use. Brought abstract concepts to life visually, while retaining brand compliance for corporate entities. With extensive training in publication design, I deliver high-quality layouts that produced a bold and unique brand experience. I also worked diligently to create many other types of projects such as large format animated presentations with PowerPoint and Apple Keynote, corporate posters for internal distribution, custom-designed player cards for a poker set, brochures, publication design, internal and external email blasts, branding, event strategy, one-sheets, and creation of interactive PDF's.