

ROMEO CASTILLO

HELLO.ROMAEIOU@GMAIL.COM

EDUCATION

THE ART INSTITUTE OF BOSTON
AT LESLEY UNIVERSITY

BFA • Design, Illustration
Sep 2001 – Dec 2006

CLIENTS

adidas • Nike • Reebok
Hurley • Mitchell & Ness • Red Bull
San Jose Earthquakes • Riot Games
College Football Playoff • Gannett
Goodwill • Apple

SOFTWARE & SKILLS

Adobe CC • Sketchup • Final Cut
TAPE • Rhino • Nuke • MS Office
Branding • Illustration • Motion Design
Typography • Fine Arts • Copywriting
Photo Retouching • Art Direction

RELEVANT EXPERIENCE

CERTIFIED PERSONAL TRAINER
TRAINING MANAGER • INSTRUCTOR

OZ FITNESS
LA FITNESS
BOSTON SPORTS CLUBS

GUEST LECTURER

New Media Design: Digital Collage
THE ART INSTITUTE OF BOSTON
AT LESLEY UNIVERSITY

EXTRACURRICULAR STUDIES

Color Correction &
Integration of 3D Models
THE ART INSTITUTE OF PORTLAND
Computer Programming
INFORMATICS

PERSONAL TOP FIVE

BECAUSE ON PAPER, WE LOOK WOODEN;
IN PERSON, WE'RE DAMN HUMAN ;)

- I was born in the Philippines. All Filipino kids get stuck with a family nickname, good or bad. Mine is simply RC.
- Outside of anything visual arts related, my creative hobbies include drumming, cooking, and writing.
- I snowboard. I lift. Those are my sports.
- I have an irrational fear of slugs. Just... no.
- I geek out with my kids on stuff I loved growing up. I'm an absolute aficionado on everything from dinosaurs to comics.

CURRENT ROLE

adidas

DESIGNER, ORIGINALS APPAREL/ACCESSORIES GRAPHICS

MAY 2020 -

Developing fresh graphics for Originals apparel franchises, building into brand equity and recognizability unique to each range. Leading team on creating graphics with emotive, concept-driven visual languages and premium executions applied to product. Leveraging multidisciplinary design experience and thorough cultural insights to develop impactful narratives and art direction. Helping elevate graphic positioning as key role for communicating culturally relevant and always brand-right stories. Creating long-, medium-, and short-form copywriting for concept manifestos and applied graphics.

PREVIOUS WORK

adidas

DESIGNER, GLOBAL BRAND DESIGN RETAIL

MAR 2017 - MAY 2020

Provided creative direction with focus on storytelling for Brand environments, from retail stores to corporate buildings to event spaces. Worked closely with cross-functional teams and senior leadership to develop adidas LDN Flagship, helping art direct external partners on all creative comms and installations. Led Brand Design in developing Arena building and MyArena concepts, providing brand direction on graphics and spatial designs. Helped develop adidas Workplace Environments Directive, ensuring quality and consistency of all corporate offices globally. Co-led design of Montgomery Park Brand Center, as well as art directing graphic systems for offices, showroom wayfinding, and vehicle artwork. Appointed Brand Design lead for new Terrex store concept. Provided brand direction for adidas booth at 2017 Adobe MAX.

Independent Contractor

ETZEL AGENCY • PREMIER PRESS

OCT 2016 - FEB 2017

Developed brand pillars and visual system for Premier Press, helping art direct marketing kits, package designs, and promotional content. Designed environments and event assets for College Football Playoff National Championship and Gannett Sports Awards, as well as art directing interactive content.

Nike

VISUAL DISPLAY DESIGNER, NA DTC

OCT 2015 - OCT 2016

Created graphics and spatial designs for Nike retail stores, elevating consumer experiences with brand-right hyperlocal storytelling. Helped design Nike Miami and Nike Soho, contributing to all stages from concept to production. Art directed Nike+ 1:1 graphic language, as well as contributing to all associated 3D design elements. Developed internal production design standards to maximize team collaboration.

Fiction

DESIGNER

JUL 2012 - OCT 2015

Art directed and designed large body of work for adidas, Reebok, Mitchell & Ness, San Jose Earthquakes, ATB Financial, and Riot Games. Contributed to variety of projects from campaign toolkits, RFP pitches, rebrands, and retail activations. Served as specialist for illustration and motion design, expanding agency capabilities.

Independent Contractor

HERENOW CREATIVE NETWORK • FICTION

FEB 2012 - JUL 2012

Designed production assets for Nike and adidas, from mechanicals to retail displays.

Lithia Motors • LAD Marketing

GRAPHIC ARTIST / WEB DESIGNER

MAY 2010 - JUN 2011

Designed print & digital POP marketing campaigns for auto sales events. Served as creative lead on Assured Service rebrand and Lithia Go-Green sustainability initiative.

Independent Contractor

ROCAS DESIGNWORKS

DEC 2006 - FEB 2012

Started own business, a multidisciplinary design service for brand identity and marketing needs.

Prank Design

DESIGN INTERN

MAR 2005 - JUN 2005

Involved in projects for branding, marketing collateral, illustration, and event setup.