

# Dan Castillo

## Sr. Graphic Designer / UX Designer

### Work Experience

**Dirty Pretty Little Things** / Designer  
2018 - Present, Glendale, CA

Fashion & jewelry designer Susan Frick's branding & web designer. Duties included Branding & Identity Design, E-Commerce Development, Digital Marketing, SEO, and Social Media Management.

**BVW Jewelers** / Marketing Director & Designer  
2013 - 2018, Reno, NV (Worked Remotely)

Established the entire online and print marketing strategy from the ground up. Maintained retail website, SEO, Social Media, Facebook and Google Ads account remotely. Took brand to number one in local organic search listings.

**Creative Under Pressure** / Sr. Designer & Owner  
2010 - 2013, Los Angeles, CA

Owner and lead designer of my own digital studio that provided graphic design, UX design, SEO & marketing services for a variety of clients.

**InterMedia Advertising** / Interactive Art Director  
2007 - 2010, Encino, CA

Formed Interactive division of traditional advertising agency. Used creative vision and hands-on production skills to elevate the identity of national brands.

**MyLife: Reunion.com** / Sr. Web Designer  
2005 - 2006, West Los Angeles, CA

Responsible for online marketing design, ad unit creation, affiliate updates, and search engine optimization.

**Broadcaster LLC: AccessMedia** / Production Designer  
2002 - 2005, Woodland Hills, CA

Performed tasks ranging from production design to creative direction on high profile interactive entertainment projects such as Universal, Sony Music, JDate, Luxury Link, and KIA.

### Skills

#### Art & Design

Sketching & Illustration • Logo Design • Typography • Color Theory • Mock-Ups & Wireframing • Photography • Print Publication • Product Packaging

#### Marketing & Branding

Planning, management and design for E-Commerce, Social Media, SEO, PPC, Google & Facebook Ad campaigns. Brand development.

#### Software & Code

Photoshop • Illustrator • InDesign • Word • Excel • Dreamweaver • HTML • CSS

### Education

**Bachelor's of Science**  
Graphic Design

**Art Institute of California** – L.A.  
2001 – Santa Monica, CA

*Areas of Study: Art Direction • Advertising & Brand Strategy • Package Design • Publication Design • Information Architecture • Animation • User Experience Design • Copywriting • Digital Illustration • Storyboarding • Concept Development • Online Marketing & Research • Public Relations & Promotion*

### Contact

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