

nicole castro

Senior Designer • Brand & Digital Creative • Motion & Social Content

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EXPERIENCE

Art Director — *Save the Children*

2023–Present

Fairfield, CT

- Created advanced graphic experiences for digital campaigns, social media, web, and partner activations — designing across static, motion, and animated formats for global audiences.
- Produced motion graphics and animated assets in After Effects for social and digital campaigns, elevating content beyond static creative.
- Stayed current with emerging social trends and platform best practices, translating cultural insights into on-brand, audience-native content.
- Designed scalable, impeccably-organized template systems for use across internal teams and external partners — maintaining rigorous file and asset management standards.
- Collaborated closely with Art Directors, Creative Leads, and cross-functional stakeholders to deliver high-quality assets on deadline across multiple simultaneous workstreams.
- Integrated generative AI tools (Adobe Firefly, ChatGPT) into creative workflows to accelerate ideation and asset production without compromising quality.

Art Director / Designer — *WITHIN*

2020–2022

Long Island City, NY

- Designed innovative digital concepts and campaign creative for paid social, display, and web — building work that balanced brand equity with performance objectives.
- Translated client brand guidelines into cohesive visual systems and scalable digital templates, maintaining consistency across platforms and formats.
- Collaborated daily with Art Directors, strategists, and account teams in a fast-paced agency environment, iterating rapidly based on feedback and performance data.
- Produced presentation and pitch materials to a high visual standard for internal and client-facing use.

Creative Executive Assistant — *DDB New York*

2019–2020

New York, NY

- Supported senior creative leadership at a global advertising agency, developing deep fluency in brand standards, creative process, and high-volume campaign production.
- Managed organized asset libraries and production file systems across multiple concurrent campaign workstreams.

Freelance Graphic Designer — *Tropic Survival Marketing*

Summer 2019

Miami, FL

- Designed advertising creative across TV, print, OOH, and digital for brands including Natuzzi and Star Furniture — delivering up to 20 assets per week across simultaneous projects.

EDUCATION & CERTIFICATIONS

BS, Advertising & Communications

May 2019

Florida State University • Magna Cum Laude • Minor: Hispanic Marketing & Psychology

Google UX Design Professional Certificate

April 2026

Adobe Photoshop Certified

SKILLS & TOOLS

Design & Creative

Brand Identity • Art Direction • Motion Graphics • Social Content Creation • Digital Campaigns • Visual Storytelling • Template Systems • File & Asset Management • UX/UI Design • Trend Analysis

Tools & Platforms

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro) • Figma • Canva • CapCut • PowerPoint / Keynote

AI & Emerging Technology

Adobe Firefly • ChatGPT • Microsoft Azure AI • Midjourney • Generative design & automation workflows