

nicole castro

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Senior Designer and Art Director with 5+ years of experience creating high-performing creative across paid and organic channels. Proven ability to concept and execute scroll-stopping content optimized for engagement, conversion, and platform-specific behavior. Experienced in fast-paced agency and nonprofit environments, delivering high-volume creative across multiple brands while maintaining strong visual standards and performance-driven thinking.

EXPERIENCE

Art Director — *Save the Children*

2023–May 2026

Fairfield, CT (remote from Brooklyn, NY)

- Conceptualized and produced brand campaigns and marketing creative across digital, social, email, print, and partner activations — designing for global audiences at scale
- Brought on as part of a small creative team to implement and evolve newly established brand guidelines, working under Creative Director mandate to modernize the organization's visual identity and establish a fresher, more contemporary brand expression across all channels.
- Built scalable template systems and brand toolkits used across internal teams and external partners, maintaining rigorous file standards and asset management
- Designed across multiple formats including feed posts, carousels, and stories, adapting creative to platform-specific best practices
- Concepted and executed the organization's bi-quarterly flagship newsletter from scratch in InDesign, owning every stage from initial layout through final production.
- Collaborated cross-functionally with strategists, marketers, and creative leads to deliver high-quality assets on deadline across multiple concurrent campaigns
- Integrate AI tools (Adobe Firefly, ChatGPT) into workflows to accelerate concepting and production without compromising quality

Art Director / Designer — *WITHIN*

2020–2022

Long Island City, NY

- Created multi-channel performance content for paid social, display, and web across major brand clients — directly contributing to campaign KPI delivery within WITHIN's integrated creative-media model.
- Produced high-volume digital assets on tight production schedules, managing multiple client campaigns simultaneously while maintaining quality and brand consistency.
- Built scalable brand and campaign template systems translating client guidelines into reusable, platform-ready assets for social and digital channels.
- Partnered with account and strategy teams to ensure creative was aligned to media performance data, iterating based on results.
- Developed pitch and new business presentation materials supporting agency growth initiatives.

Creative Executive Assistant — DDB New York

2019–2020

New York, NY

- Supported senior creative leadership at a global advertising agency, facilitating cross-department collaboration on major brand accounts.
- Managed production asset libraries and file systems for multiple concurrent campaign workstreams.
- Led internal process improvement initiatives, demonstrating organizational leadership and operational efficiency.

Freelance Graphic Designer — Tropic Survival Marketing

Summer 2019

Miami, FL

- Produced advertising creative across TV, print, OOH, and digital for brands including Natuzzi and Star Furniture — up to 20 deliverables per week across simultaneous projects.
- Provided creative direction on pitch presentations and new business development efforts alongside agency leadership.

Marketing Coordinator — Sodexo

2017–2019

New York, NY

- Designed social media graphics, print ads, logos, and campaign materials; coordinated with vendors and stakeholders to deliver campaigns on time and on budget.

EDUCATION & CERTIFICATIONS

BS, Advertising & Communications

May 2019

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

Google UX Design Professional Certificate

May 2026

Adobe Photoshop Certified

SKILLS & TOOLS

Creative & Production

Art Direction • Performance Content Creation • Paid & Organic Social • Campaign Ideation • Post-Production & QA • Copy Writing • Brand Identity • Template Systems • Trend Analysis

Tools & Platforms

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

AI & Emerging Technology

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