

Renato Castilho

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Profile

Renato holds over 10 years of experience in interactive communications, and near 15 years in the business of brand development. Today his specialty lies on integrating off and on-line programs across multiple channels, managing creative teams, leading ideas generation... and having fun while at it.

Experience

CREATIVE DIRECTOR – PUBLICIS DIALOG NEW YORK 2005~PRESENT

- Accountable for all interactive creative work pertinent to General Mills.
- Built and led the team responsible for all visual design on General Mills.
- Worked directly with Agency on generating ideas for TV, Print, Pack and online.
- Helped planning, staffing and gave creative oversight on other accounts.
- Directly involved in operational and departmental decisions across disciplines.
- **Reported directly to EVP Group Account Director, and my clients.**
- **General Mills grew fourfold in less than 3 years, to about \$8 million.**

ASSOCIATE CREATIVE DIRECTOR – ARC WORLDWIDE - NEW YORK 2003~2005

- Responsible for all ideas and visual design on General Mills and other accounts.
- Oversaw day-to-day design and development of sites and media campaigns.
- Client liaison on specific brands, presenting and relaying feedback to teams.
- Buffer and conduit between design department and other disciplines.
- Other accounts included: Redken, Philip Morris and Continental Airlines.
- **Reported directly to Creative Director. Later directly to Group Account Director.**
- **Was promoted to ACD after 14 months as a Design Director.**

SR. DESIGN DIRECTOR – NOVO - NEW YORK 2000~2002

- Hired exclusively to lead the redesign of cadillac.com as Design Director.
- Quickly absorbed brand and strategy becoming an expert on all things Cadillac.
- Earned the right to present and deal directly with Cadillac's upper echelon.
- **Avidly involved with Marketing and New Business Development departments.**
- Simultaneously, I was responsible for all day-to-day on the Folgers account.
- **Reported directly to EVP Executive Creative Director.**
- Later assigned to lead GMgoodwrench.com, assuming many ACD duties.

SR. ART DIRECTOR – Y&R BRAND DIALOGUE - NEW YORK 1998~2000

- Started working as a freelancer on AT&T a few hours after first interview.
- Approached clients presenting and defending the creative work.
- After working on Citibank, dr.Pepper and Xerox was hired full-time for SONY.
- **Helped conceptualize and developed the Sony Electronics Web Platform.**
- Designed large port sites, rich media banners and Flash micro-sites.
- Supervised, inspired, mentored and directed Junior Designers.
- **Was promoted from Designer to Sr. Art Director within 12 months.**

PARTNER/DIRECTOR – OPEN-I TRAINING - NEW YORK 1997-1998

- Approached founder with idea of expanding into a Desktop Publishing school.
- Created outlines for all desktop publishing, web design and multimedia classes.
- Singlehandedly designing brochures, ads, site, direct-mail, and promo packages.
- **Instrumental in increasing student enrollment by more than 200% in one year.**
- Customized curricula and conducted corporate training (Adidas and The Gap).
- **Taught DP classes from beginner to advanced. Small groups and one-on-one.**
- Actively streamlined school's procedure, policies and operations.

BROADCAST DESIGNER – EYEBALL ON THE FLOOR - NEW YORK 1997-1998

- Worked directly with Creative Director to create storyboards and graphics for TV.
- Designed a successful Xmas TV campaign for Sports Illustrated Magazine.
- Helped create a new look-and-feel for Mexican Grupo Televisa, TV Networks.
- **For Pittard Sullivan: a new identity for the Weather Channels opening spots.**
- For Lee Hunt Associates: an awareness campaign for ABC's Eyewitness News.
- Also for Lee Hunt Associates: the M&Ms/Mtv Millennium Contest campaign.
- **Played gruesome shoot-them-up network games until the wee hours...**

SR. DESIGNER – MIKE QUON DESIGN OFFICE - NEW YORK 1995-1997

- Carried design responsibilities from concept through design and pre-press.
- **Heavy focus on branding, iconography, illustrations and logo development.**
- Helped design, hand-code and implement the office's first Web site in 1995.
- Designed and illustrated for diverse hi-end annual reports and prospects.
- Had light client contact. Often dealt directly with vendors during production.
- **Became the office's go-to-guy on all things Mac, Adobe and technology.**
- Major clients included: Sony, Bell Atlantic, AT&T, Chase, Amex and Panasonic.

DESIGNER – HEXAGON DESIGN - BRAZIL 1990-1992

- Hired as part-time –recommended by professor– while still going to school.
- **Dove right into Computer Design in a time when Letraset and X-Actos ruled.**
- Worked directly with highly-regarded graphic and product designer/owner.
- Helped create and employ a new identity system for a governor's office in Brazil.
- Also collaborated on various software packaging concepts and designs.
- Learned and developed a keen ability to quickly brainstorm and sketch ideas.
- **Was nearly fired for touching that rolling rubber ball underneath the mouse.**

Accomplishments

2006 Publicis Lion Award - Bravest Team: Millsberry
2003 General Mills Awards: Best Non-traditional Advertising
2000 London International Advertising Awards Best Electronics Website: Sony's Walkman
2000 Web Awards Outstanding Website: Sony's Walkman
2001 Forbes: Best Automobile Site: cadillac.com
1999 Featured on GRAPHIS DesignAgencies.Com

Education

INAP Art and Project Institute, Brazil - Graphic Design
Baruch College, New York - Desktop Publishing - Advanced Courses

All pertinent documents, references and files available upon request.