



Renato's specialty lies in conceiving and integrating visual branding across multiple channels, managing and honing design teams, and leading ideas generation. With 10 years of experience in interactive design, and over 15 years in the fields of graphic design, advertising and branding, Renato has a broad and deep understanding of how emotional design influences the world.

More at writedowneverything.com and renatocastilho.com

DIRECTOR, BRAND & STRATEGY
IVILLAGE (NBC UNIVERSAL)
 NEW YORK 2011~now

- Responsible for conceiving, developing and implementing a new visual strategy for iVillage.
- Helped redefine the roadmap and positioning —language, tone, visual direction and ideas.
- Created style guides, outlining and enforcing branding across all consumer touch points.
- Overhauled and put into effect a new look and feel for internal and external communications.
- Introduced a new, extended color palette which promoted consistency across all mediums.
- Collaborated on most new business initiatives, encapsulating complex and abstract concepts.

DESIGN DIRECTOR
NICKELODEON (MTV NETWORKS)
 NEW YORK 2008~2011

- Responsible for all Design development for the Preschool and Parents Digital Group.
- Collaborated with on-air, mobile and games Groups to ensure complete brand synergy.
- Revitalized the visual brand for Nickelodeon's NickJr.com and ParentsConnect.com.
- Oversaw internal and external implementation of brands across multiple channels.
- Reported directly to Senior Vice President and General Manager.
- Also reported to —and worked closely with— the VP Creative Director for Nickelodeon.
- During my term there traffic and revenue for our sites increased dramatically.

CREATIVE DIRECTOR
PUBLICIS DIALOG
 NEW YORK 2005~2008

- 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 the AOR 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 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 INTERACTIVE
 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 minutes 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 develop the Sony Electronics Web Platform.
- Designed large port sites, rich media banners and Flash micro-sites.
- Supervised, inspired, mentored and directed Junior Staff.
- Was promoted from Designer to Sr. Art Director within 12 months.

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

- Created outlines for all desktop publishing, web design and multimedia classes.
- Single-handedly designed 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).
- Actively streamlined school's procedure, policies and operations.

BROADCAST DESIGNER
EYEBALL ON THE FLOOR
NEW YORK 1997~1998

- Worked directly with Creative Director to produce storyboards and graphics for TV.
- Designed a successful Christmas TV campaign for Sports Illustrated Magazine.
- For Pittard Sullivan: a new identity for the Weather Channels opening spots.
- For Lee Hunt Associates: an awareness campaign for ABC's Eyewitness News.
- Played gruesome shoot-them-up network games until the wee hours...

GRAPHIC DESIGNER
MIKE QUON DESIGN OFFICE
NEW YORK 1995~1997

- Carried design responsibilities from concept through design, pre-press and production.
- 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.
- Major clients included: Sony, Bell Atlantic, AT&T, Chase, Amex and Panasonic.

HEXAGON DESIGN & SOLUÇÕES CRIATIVAS
BRAZIL 1987~1992

- Worked as a designer/illustrator at 2 studios while going to school, before coming to the USA.
- Hired 17 as part-time to create camera-ready art, after being referred by professor.
 - Dove right into Computer Design in a time when Letraset and X-Actos ruled.
 - Worked directly with highly-regarded graphic and product designer/owner.
 - 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 & EDUCATION

2010 Platinum Creativity Awards: NickJr.com/kids / Gold Creativity Awards: NickJr.com
2010 Honorable Mention: ParentsConnect.com
2010 ProMaxBDA Awards: 1st Place Interactive - NickJr.com/Kids / 2nd Place Interactive - NickJr.com
2009 ProMaxBDA Awards: First Place Interactive - NickJr.com/Kids
2009 ProMaxBDA Awards: Second Place Interactive - NickJr.com
2006 Publicis Lion Award: General Mills - 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

INAP, Brazil - Graphic Design

Adobe, Baruch College and SVA, New York - Desktop Publishing and Advanced Courses

All pertinent documents & references available upon request.