



# Robert Castellanos

GRAPHIC DESIGNER

As a designer, I believe that creativity has the power to make a meaningful impact on the world around us. With my multidisciplinary background and experience in agency, in-house and production roles, I am confident in my ability to contribute to a team that values collaboration, growth, and innovation.

## Experience

### Graphic + Motion Designer • Ivy.ai

DENVER, CO • JULY 2023 – APRIL 2024

As a Motion/Graphic Designer at Ivy.ai, I collaborated with the marketing team to craft engaging motion graphics such as sizzle reels, YouTube and LinkedIn ads, and social media content to promote our product and enhance brand visibility. Additionally, I created visually compelling graphics for various platforms including social media, keynotes, and webinars.

### Screen Artist • Hogarth Worldwide

SUNNYVALE, CA • MARCH 2022 – MARCH 2023

I worked as part of the screen art team for Cupertino's most iconic tech company client. In this role, I used Photoshop and Illustrator to deliver pixel-perfect high fidelity UI and screen assets, designed to be easily editable by other team members.

### Graphic Designer • Waltz Creative

SAN JUAN BAUTISTA, CA • APRIL 2021 – FEBRUARY 2022

During my time at Waltz Creative, I had the opportunity to work with a diverse range of clients, including medtech, non-profits, B2C, and B2B. I utilized my Adobe Creative Cloud expertise to contribute to the complete project lifecycle, from conceptualization to final product delivery. My responsibilities included developing logo designs, branding systems, social media content and assets, marketing materials, icon designs, keynotes, and UI/UX design and prototyping.

### Graphic Designer • Freelance

SAN JOSE, CA • JUNE 2017 – APRIL 2021

I used tools such as Illustrator, After Effects, Photoshop, and Figma to create branding, logos, and user-friendly websites tailored to each client's unique needs. Prioritizing communication and collaboration, I delivered work that met or exceeded expectations.

### Graphic Designer • La Cocina

SAN FRANCISCO, CA • SEPTEMBER 2019 – MAY 2020

As a design consultant for La Cocina, a non-profit organization that supports women, immigrants, and people of color in starting their own businesses, I collaborated with a client to develop their brand identity, website, brochure, and business cards. Through this experience, I honed my skills in Adobe Creative Cloud, client communication, project management, and design strategy while making a positive impact on the community.

## Contact

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Based in San Jose, CA

## Education

San Jose State University  
BFA Graphic Design • 2020

## Skills

Visual Design  
Brand Identity  
Concept Development  
UX/UI Design  
Motion Graphics  
Prototyping

## Tools

Illustrator  
Photoshop  
InDesign  
After Effects  
Procreate  
Sketch  
Fusion 360  
Keynote  
Figma  
Adobe XD  
Basic HTML/CSS  
Acrobat  
Keynote  
PowerPoint