

define: scarlett

Scarlett *noun*
scar·lett | \ 'skär-lətt \

: a Dominican art director and graphic designer who enjoys creating visual identities and thoughtfully crafted print and digital collateral pieces.

Education

Bachelor of Fine Arts in Graphic Design
Miami International University of Arts & Design
October 2010 - June 2014

Qualifications

Personal Strengths

- > Bilingual: English & Spanish
- > Excellent multi-tasking & organizational skills
- > Attentive to details
- > Adaptable & flexible
- > Work quickly & efficiently
- > Self-directed & self-motivated
- > Quick learner

Skill Set

- > Art Direction
- > Brand Identity
- > Digital Design
- > Print Design
- > Layout Design
- > Image Manipulation
- > Illustration
- > Photography
- > Project Management
- > Print Management
- > Storytelling

Software

- > InDesign
- > Photoshop
- > Illustrator
- > Adobe XD
- > Figma
- > Lightroom
- > After Effects
- > Acrobat
- > Dreamweaver
- > WordPress
- > Microsoft Office Suite

Work Experience

Art Director & Graphic Designer
Freelance (December 2023 - Current)

Senior Designer, Digital Experience Studio - Art Director
Real Chemistry (August 2021 - November 2023)

Made sure designs were cohesive and consistent across all brand materials while creating design solutions that incorporate the latest trends but still stayed true to the brands identity. Used storytelling abilities to present creative projects to both internal team and clients from concept designs to completed designs. Collaborated with creative team to develop digital campaigns and design strategies.

Art Director & Graphic Designer
Freelance (July 2020 - July 2021)

Collaborated with agencies and businesses to provide design solutions. Used art direction and design experience across a variety of creative projects with different brands. Design work varied from storyboarding, landing pages, infographics, brochures, collateral for events, and social campaigns.

Art Director
LGD Branding + Marketing (January 2019 - June 2020)

Contributed to a fast-paced environment with quick turnarounds. Made sure deadlines for projects were met using time-management skills. Produced visual identities, concept presentations, digital and print collaterals. Worked in collaboration with Creative Directors to translate concepts into visual elements and layouts. Produced engaging and effective advertising. Worked with account executives to manage client budgets and deadlines. Communicated with clients to ensure that their expectations were fully met.

Graphic Designer
The Brand Collective (March 2018 - October 2018)

Created visual identities and logos, along with evolving current brands for different companies. Developed artwork and layout for print and digital collateral designs, overseeing print production. Managed clients and their expectations with accurate deadlines. Mentored Junior Designers on the basics of design and programs, such as Adobe Creative Suite.

Junior Interactive Designer - Graphic Designer - Junior Art Director
LGD Branding + Marketing (July 2014 - February 2018)

Worked closely with Creative Directors developing brand campaigns for various clients and executing designs throughout different platforms. Produced digital collateral such as digital banner ads, e-mail templates, social media posts, and landing pages. Created and produced print collateral such as brochures, rack brochures, stationary packages, flyers, and mailers.

Scarlett De Castro
art direction & graphic design

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