



SUSANA CASTRO

GRAPHIC DESIGNER

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SUSANACASTRO.NET

311.241.7048

EDUCATION

Savannah College of Art and Design (SCAD)

Savannah, GA, 2011 - 2015; BFA in Graphic Design

LANGUAGES

Spanish (Native Speaker)

English (Fluent)

SOFTWARE

InDesign	●●●●●●●●
Photoshop	●●●●●●●●
Illustrator	●●●●●●●●
After Effects	●●●●●●●●
Lightroom	●●●●●●●●
Keynote	●●●●●●●●

HONORS & AWARDS

Dean's List (SCAD)

Artistic Honors Scholarship (SCAD)

Academic Honors Scholarship (SCAD)

SCAD Secession Exhibition 2015

SKILLS

Logo Design	Basic CSS and HTML
Poster Design	Illustration
Typography	Photography
Branding	Motion Graphics/GIFs

VOLUNTEER EXPERIENCE

Book Fairies; 2015

Created design concept for a sticker that will go inside every book the Book Fairies donates.

JY Pathways; 2015

Designed several graphics containing inspirational quotes to be displayed on their Facebook page.

"Wounded" Movie Poster Design; 2015

Collaborated with director Alan M. Brooks to design the poster for his senior film.

World Give Report; 2016

Designed the logo for a blog that documents news and opinions about world givers.

WORK EXPERIENCE

NBCUniversal Media, TODAY Digital | Multimedia Designer

July 2017 - July 2018; New York, NY

- Main graphic designer for the new One Small Thing Instagram page which entails creating colorful, inspirational graphics at a rate of 3 per week - the page has received a lot of followers in a very short amount of time.
- Responsible for creating custom Snapchat geofilters for special events such as, Pyeongchang Winter Olympics, Halloween and Christmas.
- Designed infographics, tease images, and gifs for web articles.
- Updated TODAY's Social Media templates for birthdays, obituaries, premieres and anniversaries, into a cleaner and modern look, in addition to new weekly graphics for TODAY Style, Parents, Food, and the main TODAY Show page.
- Designed logos for TODAY's new verticals for The Upside and Shop TODAY.
- Worked closely with the director of Commerce to create exciting graphics that generated more views to Shop TODAY.

Credibly | Freelance Graphic Designer

April - May 2017; New York, NY

- Responsible for creating and updating marketing materials including one pagers, animated ads, email design and brochures.

Fusion Media Group (FMG) | Designer

November 2016 - February 2017; New York, NY

- Fusion Media Group, a division of Univision, is a collection of the web's most beloved brands and includes Fusion, The Root, The Onion & Gizmodo.
- Worked under the Brand Development Strategy team, designing RFP decks for the sales team and contributed to develop a new version of the FMG general presentation, a template used as the base for all presentations across FMG.

Fusion Media Network | Junior Designer

February - November 2016; New York, NY

- Created advertising proposals, sales materials, motion graphics, ad product mockups, e-blasts and custom graphics for the Fusion sales and creative teams.
- Designed graphics as part of branded content campaigns for clients including Airbnb, Starbucks, Sprint, Calvert, All Def Digital, and more.
- Created display and rich media ads for a consumer marketing campaign surrounding the launch of Univision's new music site, TrackRecord.
- Designed all creative assets for Fusion national sales meeting including invitations, menus, greeting cards, banners, presentation templates, and Snapchat geofilters.

Pencils of Promise | Graphic Design Intern

August - December 2015; New York, NY

- Designed Advisory Board report cards showing each of the 32 members their annual impact with the organization.
- Designed a pitch deck for their International Literacy Day campaign.
- Created social media graphics for Season of Promise campaign.

doNYC | Freelance Graphic Designer

August - November 2015; New York, NY

- Created more than 30 website graphics to highlight events that were promoted.
- Executed design for poster and cards to advertise doNYC's new mobile app.
- Designed graphics for weekly e-mail newsletters sent to more than 50,000 users.
- Designed poster for Relix Magazine x doNYC CMJ Showcase.