

David Castillo | Senior Designer

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Summary

Senior UI Visual Designer on a mission to delight. 14 years of creative experience spanning entertainment UI/UX Product Design in Gaming, Branding, Creative Marketing and Art Direction for tech companies and advertising agencies.

Work Experience

2022 — 2026

Sr. UI Visual Designer at Bungie

Remote *via* San Francisco, CA

- Designed front-end UI for Destiny 2, translating franchise aesthetic and fantasy into interface, branding, iconography, and interactions for a live-service game averaging 1–2.5 million unique monthly players across console (TV) and PC platforms.
- Helped create and manage new and legacy components for Destiny 2's design system in Figma. This involved extensive internal auditing of the design system to cover gaps as we discovered them.
- Shipped major features including a Star Wars–inspired Holomap and reputation system built in direct collaboration with Lucasfilm for D2 Renegades, D2's Rewards Pass redesign, a new UI framework for in-game Events, and Arms Week/Shooting Range UI & branding.
- Partnered cross-functionally with UI tech designers, engineers, activity design, sandbox, gameplay, narrative, VFX artists, investment designers, & art directors to take UI features from concept through to execution.
- Directed interaction and motion design for UI components to support specific gameplay and usability goals.
- Directed UI Technical Artists on in-engine implementation and made minor implementation edits directly, ensuring designs were buildable and performant within engine constraints.
- Collaborated with the Marketing Creative teams to help provide them with visual assets directly from our UI mocks and from within the game engine. This helped keep their marketing consistent and up to date, while reducing the workload on their team.
- Provided UI design support for Marathon for a brief period of time. This support involved menu redesigns, iconography and motion design for in-game alerts.

2019 — 2022

Sr. Designer at Side Inc.

San Francisco, CA

- Designed brand identities and full-funnel marketing systems for 40+ top-producing agents building independent boutique brands through Side's platform, driving brand awareness and client acquisition for businesses generating \$1M+ in annual production.
- Managed print and digital marketing asset production for clients. This included working with external vendors to produce OOH signage, Business Cards, Letterheads, Branded folders, Newspaper adverts, Web-safe logos, Banner Ads, website key art, email signatures, digital and social campaign assets, and more.
- Mentored and provided direction to junior and contract designers.
- Helped manage all client relationships that I worked with pre & post brand launch.
- Helped streamline creative department workflows as the company scaled toward a \$2.5B valuation.

2016 — 2018

Art Director at mcgarrybowen

New York, NY

- Conceptualized and art directed a 360° international campaign for United Airlines during the PyeongChang 2018 Winter Olympics. Produced OOH Print, Digital adverts, social media campaign assets, and TV Broadcast marketing assets to support our campaign.
- Art directed the U.S. launch campaign for global sports-streaming platform DAZN, producing TV spots for marquee title fights broadcasted internationally.
- Developed digital and social creative marketing assets for Brand USA to support a global tourism campaign, which needed to be localized across 8 languages for international markets.
- Mentored and provided direction to junior designers and interns.
- Supported teams during big client pitches with creative marketing campaign ideation and rapid production of 360° mock-ups.

2014 — 2016

Art Director at FCB Global

New York, NY

- Contributed to integrated creative marketing campaigns for clients including Hewlett-Packard, Busch Gardens, Sesame Place, Jamaica Tourism Board, and Nivea.
- My work involved designing and overseeing the production of OOH Billboards, revising client's in-house materials (such as Theme Park Maps and wayfinding) and a variety of digital and social media campaign assets.
- Maintained brand consistency and creative quality across all client deliverables.

2013 — 2014

Jr. Art Director at Merkley + Partners

New York, NY

- Contributed to creative campaigns for national clients including Nutella, Mercedes-Benz, All Laundry, and Tic Tac. My work involved designing and overseeing the production of OOH Billboards, developing creative assets that covered a variety of print and digital surfaces, as well as graphics for internal client communications and events.

Education

2008 — 2012

Bachelor's in Graphic Design & Advertising, School of Visual Arts

New York, NY

2010 — 2011

Design Internship at Madison Square Garden

New York, NY

- Designed in-house marquee, print banners, web and broadcast graphics for the New York Rangers and Knicks, delivering weekly game-day creative to millions of fans in New York City.

Technical Skills

Design - Figma, Figma Prototyping, Photoshop, Illustrator, InDesign, Procreate, Affinity
Motion - Figma Motion, After Effects, Premier
3D - Blender (Modeling, Texturing, Lighting, Rendering, Compositing, Animation, Basic IK/ FK Rigging), Plasticity

Core Skills

UI/UX Design, Graphic Design, Art Direction, Brand Identity, Branding Guidelines, Typography, Iconography, Creative Campaigns, Design Systems, Wireframing & Prototyping, Logo Design, Layout Design, Visual Hierarchy, Design System Management, Cross-functional Collaboration, Client-Facing Presentations, and Illustration.