

ROD CASTELLO

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SUMMARY

To secure a full time position with a company where I can contribute, in the areas of product design and development, in a creative way. I am looking for a position where I can utilize my extensive experience, both managing, and contributing to the creative process.

STRUCTURAL GRAPHICS, LLC (Formerly Intervisual Communications, Inc.)

10833 Washington Blvd. Culver City, CA 90232

Creative Director

2004 to 2008

Managed and directed staff of paper engineers and designers in the creation of new and extraordinary concepts such as pop-up magazine inserts, hand assembled and machine made direct mail products, and other specialty products. Clients include McDonalds, Chiat Day, BBDO, Leo Burnett, to name just a few. I have a working knowledge of paper engineering and 3D pop-ups, as well as 2D mechanical designs. I have two patents in my name for paper designs. Complete knowledge of paper and printing from sheet-fed to web press, including folding, gluing, die-cutting and inline personalization. Expertise in the design and production of Lenticulars – 2 phase, 3 phase, multi-phase, zoom, and 3D (stereo).

Art Director/Designer

2001 to 2004

Played key role in the concepting, design and marketing of new product development. Designed signage and sales collateral for West Coast, New York and Chicago offices. Coordinated the day-to-day work distribution for getting prototypes made by our staff of paper engineers and designers. Was lead designer of unique and innovative premium concepts for Latin American snack food market. Clients included Bimbo, Wonder, Lara and Frito Lay. Designed Fantastic Four lenticular program with sales of \$600,000 as well as Shark Tale build a flying disk program with sales of \$500,000.

STROTTMAN INTERNATIONAL

46 Corporate Park, Irvine, California 92606

Manager of New Product Development

2000 to 2001

Led creative team in the design and development of innovative and creative ideas that set the standards for world-class products. Awarded "Strott of the Month", for outstanding Premium designs for Pizza Hut, resulting in a 200% increase in sales.

Collaborated with Engineering for functional and industrial designs to ensure safety and regulatory compliance, as well as the Creative/Art Director on aesthetic and strategic fit of elements and products.

Directed and managed the development of prototypes, 3-views, and sculpts by recruiting and maintaining an outstanding vendor base, as well as internal resources and connections for getting things done. Led creative team in the design and development of innovative and creative ideas that set the standard for world-class products. Awarded "Employee of the Month", for outstanding Premium designs for Pizza Hut, resulting in 200% increase in sales. Directed and managed the development of prototypes, 3-view drawings and sculpts using staff and freelance designers.

Premium Toy Designer

1999 to 2000

Developed innovative ideas, which were functionally dynamic, proprietary and unexpected. Led efforts to establish, maintain, and study a library of past and current fast food premiums, in order to provide clients with ideas that were new and exciting. Stayed current with culture and trends with emphasis on toy and premium products and any new technologies.

Freelance

Designer – Toys, Premiums and Consumer Products

1992 to 1999

Brought a high level of creativity to all projects, working with Creative/Art Directors, as well as Inventors to bring initial concepts to final designs, by a wide variety of means including, sketches, engineering drawings, marker comps, and digital designs using expertise in Illustrator and Photoshop. Displayed a wide degree of knowledge in all areas, including Preschool, Arts/Crafts, Games, Play sets, Action Figures, Sports, and Novelty. Acquired representation for original toy concepts, with several being purchased, produced, and placed in the toy market.

Clients: Warner Bros., Applause, Strottman, King World, Intervisual, and West Coast Innovations.

Applause, Strategic Alliance Division

6101 Variel Avenue, Woodland Hills, California

91365

Premium Designer

1998 to 1999

Selected as full-time temp. by Creative Director to assist in product development programs for Taco Bell, Pizza Hut, and KFC. Provided original concept designs that contributed to winning two programs. Played a major roll in the Star Wars program that rolled out at all three Tricon Restaurant chains by doing a large share of the 3-view drawings, organizing /selecting the color call-outs, and supervising the artists doing sculpting and paintmasters.

Warner Bros./Sourcing Division

4000 Warner Boulevard, Burbank, California 91522

Designer, Premiums and Promotional Products

1996 to 1997

Was an integral part of the premium design team in charge of pitching to Taco Bell for the first Batman Movie. Designed packaging, premiums, as well as plush, apparell, and jewelry for a wide range of clients, from Kraft Foods and Russell Stover Candies, to Ice Capades - Looney Toons on Ice.

West Coast Innovations

7246 Avenida Altisima, Rancho Palos Verdes, California 90274

Toy Designer/Illustrator

1992 to 1996

Designed and illustrated well over 300 toy and game concepts in all areas of the toy industry using traditional marker comps and digital media. Displayed full knowledge of the process for toy design,including 3-views, break-apart drawings, model making, material selections, plastics, and how each part of the toy will be tooled and molded.

Clients: Mattel, Hasbro, Milton Bradley, Playskool, to name just a few.

Education:

B.A. Commercial Art: California State University at Fresno

Software:

Photoshop CS2, Illustrator CS2, InDesign CS2, Auto Cad 2000, Excel, Word, and PowerPoint