

# SANTIAGO CASTILLO

954.294.6762 • Santiago@casti.io • http://casti.io

## EXPERIENCE

### 2017 - Present: SCHEMA Strategy Founder / Strategy Manager

Brooklyn, NY

- SCHEMA Strategy is a design and business strategy consultancy that helps clients with design-driven innovation, thinking, and value creation.
- Define scope of work and present project briefs to clients.
- Manage and delegate design and strategy tasks among a network of design thinking experts as per the requirements of a given project.

### 2015 - 2017: DoSomething.org Strategist - TMI Strategy

New York, NY

- Develop human-centered design frameworks to define clients' audiences, uncover insights, and drive strategic development through the use of personas, user journey maps and empathy maps, among others.
- Led and participated in collaborative ideation sessions to find creative strategy activations.
- Craft messaging for multiple channels including text messaging, email communications, social media, and online copy.
- Creative direction of digital and physical design assets.

### 2012 - 2015: FTAA Consulting Design & Innovation Strategist

Fort Lauderdale, FL

- Created company branding assets, including print and digital.
- Coordinated all visual aspects of brand image.
- Responsible for ideation of innovation strategies.

### Summer 2014: Rokk3r Labs User Experience Design Graduate Intern

Miami Beach, FL

- Helped startup clients define their brand strategy.
- Designed visual assets materials for clients.
- Designed and tested low, medium, and high resolution prototypes for mobile apps.

### Spring 2013: Allure Energy Project Manager - Contextual Research

Lacoste, Provence, France

- Conducted contextual research in three European countries, focused on the way of life in relation to mobile technology, daily commutes, and the Internet of Things.
- Planned and introduced students to research methods and activities.
- Managed entire workflow of project, planning and delegating tasks to students.
- Reported study findings to the company's CEO.

### 2011 - 2013: Palomo Design Group Freelance Web & Graphic Designer

Fort Lauderdale, FL

- Worked with clients in defining design strategies to suit their needs, finding the most comprehensive solution to the client's needs while meeting their small business budgets.

## EDUCATION

### 2013 - 2015: SCAD - The University for Creative Careers

Master of Fine Arts,  
Design Management

Savannah, GA

### 2010: Toronto School of Art

Certificate, Digital Art

Toronto, ON, Canada

### 2003 - 2009: Florida International University

Bachelor of Fine Arts, Art  
Bachelor of Arts, Art History

Miami, FL

## AWARDS & PUBLICATIONS

### Google Primer App:

Author: "Make It Personal: Using Personas In Your Marketing."  
November 1, 2016.

### A' Design Award 2014:

Gold Prize Winner: Home Appliances Category for *Coanda: A Smart, Bladeless Ceiling Fan*. Collaboration with industrial designer Constantino Papatsoris.

## SKILLS

### Tacit:

- Design Thinking
- Diffusion of Innovations
- Scenario Planning
- Team Leadership

### Explicit

- Brand Strategy
- Content & Messaging Strategy
- Project Management
- Idea Visualization

### Technical

- Adobe Creative Suite
- UX Design
- HTML & CSS
- Copywriting & Editing

### Languages

- English: Native Proficiency
- Spanish: Native proficiency
- French: Conversational
- Italian: Conversational