



angela-castro.com
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ANGELA CASTRO

SKILLS

- Graphic Design
- Branding
- UX/UI Design
- Print Editorial Design
- Illustration

SOFTWARE & PROGRAMMING SKILLS

Design

- InDesign
- Illustrator
- Photoshop
- Figma
- Adobe XD

Animation and video

- After Effects
- Premiere

Coding

- HTML
- CSS

OTHER SKILLS

Language Skills

- English
- Spanish

Other Skills

- Digital photography

AWARDS

Dirtt Student Innovation

Award

May 2019
Group Project

Design and development of SAIT Nav a way-finding web application using augmented reality.

WORK EXPERIENCE

SAIT

Design and Publications Specialist – Marketing

From June • 2022
Calgary, Canada

- Define the visual concept and create media (digital or print) to support recruitment initiatives such as campaigns, publications, and event collateral.
- Collaborate with schools and stakeholders to provide support in brand identity and ensure consistency for internal and external audiences.
- Lead and participate in design meetings and workshops to facilitate stakeholder buy-in or provide project updates to the team.

SAIT

Adjunct Instructor – School for Advanced and Digital Technology

From May • 2024
Calgary, Canada

- 2024 spring term. Course: Storytelling for digital designers. Program: New Media Production and Design.
- Develop in-person lessons aligned with course objectives, incorporating practical exercises.
- Design assignments to assess student understanding of course content.
- Grade assignments, quizzes, and presentations, offering constructive feedback.
- Offer student support during office hours to address questions and concerns.

XEROX CREATIVE STUDIO

Graphic Designer

April • 2019 to June • 2022
Calgary, Canada

- Conceptualize and execute projects for various clients such as financial, education, and healthcare institutions.
- Collaborate with clients and stakeholders to understand their needs; analyze existing information, brand guidelines, and timelines to deliver projects of high quality.
- Create digital media such as campaign concepts, layouts, social media, branded presentation templates, animations, interactive PDFs, and assets for web-based applications.
- Create print media such as booklets, banners, posters, signage, brochures, and stationary.

ODYSSEY COFFEEHOUSE

Barista

Sept. • 2018 to April • 2019
Calgary, Canada

- Interact with customers to take and deliver orders.
- Prepare drinks and food according to standards, ensuring quality and client's dietary preferences.
- Ensure cleanliness of all areas and utensils.

EDUCATION

SOUTHERN ALBERTA
INSTITUTE OF TECHNOLOGY

New Media Production & Design
Diploma

2017 – 2019
Calgary, Canada

UNIVERSIDAD
JORGE TADEO LOZANO

Industrial Design
Bachelor Degree

2005 – 2009
Bogota – Colombia