

MELANIE CASTANEDA



**Production Management,
Always On | Organic Social,
Art Direction, Design,
Brand Marketing**

SKILLS

- Design
- Art Direction
- Production Management
- Project Management
- Packaging Design
- Style Guide/ Brand Guide
- Sketch (Product Design)
- Asset Management (QC)
- Social Content
- Templates + Mechanicals
- Adobe Creative Suite
- Asana + Quip + Workfront + Frame.io

PHILANTHROPY

Union Rescue Mission – Los Angeles
Donor Relations, Just Like U Program

Alzheimer's Association – Orange County
Active Fundraiser + Annual event walker

Relay For Life – Redlands
Host of overnight event + Fundraising

REFERENCES

Apple, Creative Director
Tony Tung | 408.425.0817

Disney+, Director of Creative Marketing
Andy Lerma | 818.404.0434

Amazon Studios, Sr. Art Director
Joe Supasit | 424.369.9565

Stockholm, Creative Director + Partner
Joakim Olsson | 310.746.6366

WORK EXPERIENCE

APPLE, INC. 2022 – 2025

Production Designer (contracted through Advantis Global and Magnit Global)

- Quality Assurance (QC) lead for App Store and across all Apple LOBs.
- Art Direction for App Store, Always On | Organic Social, channels.
- In-house deck presentation and concept designer for all lines of business.
- Owned iCloud+ brand template refresh, reducing prod. timelines by 50%.
- Partnered cross-functionally with design, marketing and agency partners to streamline production workflows with scale similar to App Store's LOB.

CBS INTERACTIVE, PARAMOUNT+ 2021 – 2022

Production Designer (contracted through Workforce Logiq)

- Produce digital campaigns for Paramount+ streaming service and partners.
- Pitch design explore for P+'s Hispanic Heritage Month brand campaign.

GALLEGOS UNITED COLLECTIVE 2020 – 2021

Creative Administrator | Jr. Art Director

- Art Direction support and campaign management for CDPH Vaccine RFP and CDPH COVID-19 Awareness Campaign with a 5 million dollar budget for Website, Social, Broadcast, Radio, Online Video and Pre-Roll.
- Owned XFINITY'S PR gift concept for the award winning Fabric of America Digital Experience campaign for Hispanic Heritage Month.
- Lead award submissions for the agency and partners.

STOCKHOLM DESIGN 2014 – 2020

Project Manager | Production Designer

- Responsible for design and production of home entertainment packaging and executing creative revisions to key art and various design projects.
- Point of contact for clients to kick-off projects and communicate feedback; pitching agency capabilities, resulting in new business and client retention.
- Asset management and resource management while also working closely with pre-press houses to track deliverables and manage client expectations.
- Project manage and design multi-million dollar global film franchises, foreign releases, indie projects as well as studio tentpole releases such as HBO's Divorce, The Handmaid's Tale, John Wick, Power Rangers and The Hunger Games and Divergent franchises.
- Digital production design for iTunes, Hulu and Netflix Product Suite.
- Account lead for Acorn TV, building brand identity and increasing subscribership to surpass 1 million by September 2019.
- Marketing campaign oversight for all clients + owned award submissions.

EDUCATION

UNIVERSITY OF REDLANDS

Bachelor of Arts — Visual Media Studies + Business Administration Minor