



# Oscar De Castro

 204.891.1803  oscar@oscardecastro.ca  www.oscardecastro.ca

## ACHIEVEMENT HIGHLIGHTS

- Ably conceptualized, planned and designed significant CSR/PR tools of communications such as Annual Reports, corporate magazine, trade exhibits and brochures for San Miguel Corporation, the biggest food and beverage company in the Philippines. — 1974 – 1984
- Experienced in producing international publications from conceptualization to print production such as “The Arab Traveler”, a bi-lingual tourist destination magazine published in Bahrain and distributed worldwide and “The International Amateur Boxing Association Magazine”, published in Germany and distributed Worldwide. — 1984 - 1986
- Managed Art Source Creative Development Corporation, a creative design studio in the Philippines. Headed the creative team that conceptualized an Image Enhancement Print Advertising Campaign for one of the biggest banks in the Philippines, Bank of the Philippine Islands. Developed a new image institutional print advertising campaign for the Victoria Hotel chain. — 1989 – 1991
- Was part of the creative team that conceptualized and designed the coffee table book “Infanta: Passage to the Pacific”, a project managed by the International Association of Business Communicators (IABC/ Philippines) for the BPI Foundation. — 2005
- Designed the two editions of the first PR Casebook in the Philippines “The Best PR Programs & Tools” a project undertaken by IABC/Philippines. — 2005 – 2006
- Designed the book “Winning Hearts and Minds” a compilation of outstanding speeches of Philippine CEOs. A project of IABC/ Philippines — 2007
- Conceptualized and designed a re-branding and total image enhancement campaign for Centro Escolar University, Manila, Philippines. — 2008
- Designed the East Asia Pacific folder/brochure of IFC World Bank — 2009

## PROFESSIONAL EXPERIENCE

### **Project Manager — March 2019 – Present**

NDP Caucus, Manitoba Legislature | Rm. 234 Legislative Building, 450 Broadway, Winnipeg MB R3C 0V8

- Primarily responsible for managing various caucus production projects that would include graphic design, developing concepts and maintaining a unified graphic image across various media using current industry tools.



### **Independent Graphic Design Contractor — April 2019 – Present**

Best Version Media, Canada

- Designing '*Neighbours of Jumbo Gardens*' a monthly community magazine in Thunder Bay, Ontario.

### **Graphic Designer — August 2010 – February 2018**

VANDENBERGS FINE JEWELLERY/ARMADA JEWEL | 1858 Portage Avenue, Winnipeg MB R3J 0G9

- Responsibilities cover development of print advertising, promotions, trademark graphics, web design and branding for new emerging products.
- Responsible for the development of [www.vandenbergs.ca](http://www.vandenbergs.ca) and [www.armadajewel.com](http://www.armadajewel.com) to include web design and maintenance, enhancement of images to be uploaded via CMS.

### **Executive Art Director — November 2009 – April 2012**

RAR BUSINESS VENTURES (Asian Community Guide Magazine, Winnipeg)

- Assumed the role of art director, designer, photo editor and production manager for the annual magazine, leading all phases of creative process from conceptualization through press production doing page layouts, ads and inserts for advertisers.

### **Special Lecturer — 2006 – July 2009**

COLLEGIO DE SAN JUAN DE LETRAN – Institute of Communications, | Manila, Philippines

- Trained and mentored junior and senior mass communication students in creative development and execution and instructed the use of Adobe InDesign software.

### **Freelance Graphic Designer — 2003 – July 2009 | Manila, Philippines**

- Handled creative corporate design jobs such as corporate identity programs, logos, graphic & advertising design, web design, and publication design for various clients in the Philippines.

### **GM / Executive Graphic Designer — 2000 – 2003**

WIZZARD TECHNOLOGIES, INC. | Pasig City, Philippines

- Designed & developed websites for small and medium sized companies.
- Together with the CEO and Head of Marketing, Initiated and developed marketing strategies for products and services being offered by the company.

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### **Creative Design Consultant — 1996-2000**

TECHNOLOGY AND LIVELIHOOD RESOURCE CENTER, | Pasig City, Philippines

- Developed communication materials to support the trainings being conducted by the institution.
- Supervised the creative department in the print production of the various collaterals being published by the institution.
- Over all in charge of the monthly trade magazine '*Magnegosyo*' from conception to publication.



### **GM / Executive Graphic Designer –1989-1991**

ART SOURCE DEVELOPMENT CORPORATION, | Makati City, Philippines

- Headed the creative team in conceptualizing major creative projects such as advertising/marketing and PR campaigns.
- Established strategic tie-ups with media, business organizations and other agencies for leverage in the conduct of business of the company.

### **Graphic Designer –1984-1986**

FALCON PUBLISHING, WLL Manama, | State of Bahrain, Middle East

- Over-all in charge in design and print production of a bi-lingual travel magazine 'The Arab Traveler'
- Worked with the Arabic editor in the translation of English articles that emanates from the editorial offices in London, UK

### **Art Editor –1974-1984**

SAN MIGUEL CORPORATION PUBLIC RELATIONS OFFICE, | Makati City, Philippines

- Handled conceptualization and development of various PR tools of communications being used by the company such as the monthly external magazine, Annual Report, audio-visual presentations, and product & trade exhibits.
- Supervised photo shoots for vital corporate communications projects.

## **EDUCATION**

### **University of Santo Tomas, | Manila, Philippines**

Bachelor of Fine Arts, Major in Advertising Arts

### **The Asean Institute of Arts, | Manila, Philippines**

Cultural Center of the Philippines

Advance Studies in the Field of Visual Arts

## **PROFESSIONAL DISTINCTION**

### **DESIGN CENTER OF THE PHILIPPINES – Graphic Design Competition 1975**

Company Publications Category — **First Prize Winner**

### **DESIGN CENTER OF THE PHILIPPINES – Graphic Design Competition 1975**

Poster Category — **First Prize Winner**

### **DESIGN CENTER OF THE PHILIPPINES – Graphic Design Competition 1975**

**Over-all Grand Prize Winner**



**ASIAN PRODUCTIVITY ORGANIZATION – Tokyo, Japan 1976**

Flag Design Contest — **Top Ten Best Entries**

**ART ASSOCIATION OF THE PHILIPPINES 1980**

Annual Painting and Graphic Arts Competition/Graphic Arts Category — **Gold Medal Winner**

**PHILIPPINE BASKETBALL ASSOCIATION OF THE PHILIPPINES 1993**

Logo Design Contest — **First Prize Winner**

**SPEAKING ENGAGEMENTS**

**Resource Speaker**

2nd Tanglaw Magazine Editors and Coordinators Learning Session  
Boardroom, Benpress Building - May 23, 2008

**First Philippine Holdings**

**Resource Speaker**

Production Skills / Seminar for Public Information Associates 2007  
**University of the Philippines** - Los Baños, Laguna

**Resource Speaker**

Seminar-Workshop on Powerful Presentation Techniques  
Hotel Kimberly, October 4-6, 2006

**Asian Institute of Journalism**