

JHOANNE CASTRO

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EDUCATION

University of Michigan Stamps School of Art & Design

2015 — 2019 GPA 3.58

Bachelor of Arts in Art & Design
Asian Languages & Cultures Minor





ACHIEVEMENTS

Capstone Senior Studio Award
Graduate with honors
Traverse City Film Festival
LightWorks Film Festival
Wixom Mug Design Contest

SKILLS

Creative storytelling
Digital illustration
Video editing
Attention to detail
Adobe Photoshop
Final Cut Pro X
Adobe InDesign
Adobe Xd
Adobe After Effects
Adobe Premiere Pro
Omeka S
Wordpress

LANGUAGES

English 
Tagalog 
French 
Japanese 

ABOUT

Multimedia storyteller with a background in digital media and graphic design. Visionary bringing the imaginary to life through illustration, animation, motion graphics, videography, books, and comics. Inspiring social and environmental consciousness and touching hearts through journeys of language, visual and verbal.

EXPERIENCE

Freelance Illustrator & Designer **FairyLoot, Illumicrate, etc**

Sept 2020 — Present | MI

Breathing life into fiction through illustrations and animated promotional videos for book subscription boxes such as FairyLoot and Illumicrate, book publishers such as Rivka Publishing, as well as novel authors, such as R.F. Kuang, June C.L. Tan, and Xiran Jay Zhao.

Design Intern **Kaizen Health**

Oct 2019 — Sept 2020 | Chicago, IL

UI/UX design and creative marketing development for the Kaizen Health platform providing access to affordable medical transportation. Visualizing their mission to address SDOH and mobilize healthcare through graphic design, motion graphics, and social media content.

Marketing & Promotions Intern **MORIUMIUS**

June 2018 — Aug 2018 | Ogatsu, Miyagi Prefecture, Japan

Creative marketing for the Japanese learning facility of Moriumius and their mission to revitalize Ogatsu, Japan after the devastating 2011 earthquake and tsunami. Visualizing their environmental practices of sustainability by filming and editing promotional videos and designing program posters and brochures to enhance their marketing towards more international audiences.

Arts Ambassador **Arts at Michigan**

Jan 2017 — May 2019 | Ann Arbor, MI

Engaged the Ann Arbor community in the arts through written articles promoting local arts events such as film screenings and gallery walks.

Student Manager **U-M Unions Mujo Cafe**

Oct 2015 — June 2019 | Ann Arbor, MI

Climbed the food service ladder from cashier, to barista, to coordinator, to manager. Optimized productivity in a busy environment. Mastered barista skills of the foamy latte world. Enforced rules, facilitated trainings, supervised recruits, and ensured the student body on campus would survive their sleepless nights of rigorous study.

Book Arts Studio Assistant **Duderstadt Center Studios**

Jan 2019 — May 2019 | Ann Arbor, MI

Assisted student and faculty letterpress projects such as custom prints, greeting cards, letters, bookbinding, etc, come to fruition. Facilitated the studio space and coordinated with student and faculty projects to best utilize the equipment.

Creative Columnist **The Michigan Daily**

Jan 2019 — May 2019 | Ann Arbor, MI

Enriched diversity through creative content on topics related to my identity and cultural heritage for the University paper, the Michigan Daily.

Art Director **U-M Screen Arts & Cultures**

Jan 2017 — April 2017 | Ann Arbor, MI

Created an action-drama film of an aspiring MMA fighter's battle against mediocrity in the most collaborative, experimental filmmaking course at U-M. Conceptualized the look and feel through costume, props, and color schemes. Designed thematic brochures, flyers, logos, and banners that enthrall in anticipation for our film.