

JORGE CASTRO GONZALEZ

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2010 – present

Mexico City

CAPITALMEDIA SENIOR CREATIVE DIRECTOR

- Creative director.

1999 - 2010

Atlanta, Ga. USA

www.laptv.com

LAPTV
LATIN AMERICAN PRE TELEVISION SERVICE



Media Partnership of Universal Studios, MGM, Paramount and Twentieth Century Fox.

CREATIVE DIRECTOR

- Responsible for image promotion for networks such as: Movie City, The Film Zone, Cinecanal and Cinecanal Classics.
- Responsible for schedule post team, creating and launch networks branding.
- Worked under pressure to meet tight deadlines and skills to find solutions.
- Interact with the producers, operators, marketing department and production crews.
- Give to marketing the first graphic ideas.
- Edited tv promos and commercials.
- Strong design skills and knowledge of complicated post production projects.
- Strong knowledge of 2D and 3D composite and special effects.
- Knowledge of writing promos and commercials.
- Knowledge of audio production and directed voice talents.
- Directed videos shoots and Talents, Strong skills for drawing story boards.
- Strong knowledge in shooting, lighting and shooting with chroma key.

1990 -1999

Mexico City

QUALLI Centro de Post producción



Televisa

Largest international Post Production Company in Latin America, attending to the needs of Advertising Agencies utilizing cutting edge technology Television and Film Production.

MANAGER of OPERATIONS

- Managed the Graphics and coordinated team and the projects process.
- Worked under pressure to meet tight deadlines hour by hour.
- Excellent customer service skills and interact with clients and staff.
- Design and composite animations for broadcast networks and commercials.
- Edited commercials and music videos.
- Mentor for Graphics Design staff.
- Supervised shoots prepared special effects such as chroma key composite, etc.
- Serve as Director during promotional videos shoots, create the story boards.
- Strong Knowledge of Film and Video Production. (Color correction, Film Transfer)
- Responsible for production of images from some Internationals Advertising Agencies such as: Walter Thomson, Mc. Erickson, BBDO, Bozel, Procter & Gamble, Alazraky, Pedro Torres, Garcia Pato, Zeta Films, Gavira productions.
- Responsible for producing commercial images of companies such as: Coca Cola, Ford, General Motors, Kimberly Clark, Procter and Gamble, Pepsi, Televisa, Telmex, Banamex, Bitel, Marlboro, Grupo Modelo, etc.

1988 - 1990

Mexico City



Televisa

Largest international Media Company in Latin American, which produce the most important Entertainment shows, eco news, sport events and soup operas in all of Latin America.

MOTION GRAPHIC ARTIST

- Responsible for creating networks branding for news shows, sports shows, TV shows, entertainment, Soup Operas and networks image.
- Working under pressure to meet tight deadlines.
- Design and composite animations for broadcast and interact with the producers.
- Responsible for production of images for international entertainment and sports shows such as: Grammy's Music Awards, Soccer Word Cup, Olympic Games, Oscar Awards, Eco News, 24 Horas News and All Televisa Networks and TV Shows.

EDUCATION:

- Post production film and video
Production Management
Creative direction and graphic designer

SOFTWARE KNOWLEDGE:

- Flame, Smoke, Combustion, Nuke, Generation Q, Adobe Suite, Final Cut Pro, Maya 3D.

