

ERIC CASTORENA

HOUSTON, TX

254.291.4829

Memberships

eric-castorena.com

ericastorena@gmail.com

AIGA | SEGD

Eric Castorena is a multidisciplinary designer specializing in branding, experiential design, and print.

WORK EXPERIENCE

- PDR**
Design, Architecture and Consulting
- Associate | Graphic Designer | October 2013 – July 2020**
In his former role as an Associate with PDR's Visual Communications team, Eric's responsibilities included developing and expanding brand identities, designing and managing multiple complex experiential graphic programs, and helping expand the visual communication integration within PDR.
- Eric successfully designed and managed signage projects for major organizations in a variety of industries such as energy, hospitality, and residential. While at PDR, Eric solved complex design problems to elevate user-experiences and integrate branding within complex environments, including corporate campuses, a variety of types of workspaces, and residential and hospitality environments.
- Eric seeks to create an integrated experiential graphic experience for each of his clients, and excels at creating experiences that incorporate the unique aspects of each organization's culture and employee interests.
- FMG Design, Inc.**
- Designer | February 2008 – September 2013**
Worked in the specialized field of Wayfinding and Environmental Graphic Design. Tasks included and were not limited to solving problems in 2D and 3D environments, managing multiple environmental graphics programs, developing relationships with clients and graphic fabricators, creating design intent drawings, designing interior and exterior sign systems, wayfinding, evacuation artwork, branding, and corporate identity.
- Acumen Design**
- Intern | October 2007 – January 2008**
As an intern, conceptualized and designed an identity for an architecture firm, Ninfa's Mexican Kitchen, collateral for Antone's Market, Pappa Joe's BBQ, helped create the interior window design for the studio.
- Design Studio,**
The Art Institute of Houston
- Intern | January 2007 – January 2008**
During the course of a year, worked as intern in the in-house design studio of The Art Institute of Houston. Developed and designed printed material for the school, such as the admission catalog, event programs, flyers, identity, posters, newsletters, mass mailers, and signage for events.

EDUCATION

- The Art Institute of Houston**
- Bachelor of Fine Arts, Graphic Design | October 2004 – December 2007**
AIGA Houston Chapter Board Member-Student Representative,
AIGA Student Chapter President of The Art Institute of Houston