

DESIGN PORTFOLIO



• branding • social media • motion graphics • branding • social media • motion graphics • branding • social media • motion graphics • branding • social media • motion graphics •

John Anthony Castro — The Designer behind **ANTHONYMOUS**

NICE TO
MEET YOU!

EDUCATION

- Ana G. Mendez University 2016 — 2021
Bachelor's Degree

EXPERIENCE

- Foundation for Puerto Rico 2022 — 2025
Graphic Artist
- Happixs 2020 — 2022
Art Director/Motion Grapher
- Ana G. Mendez University 2020 — 2021
Graphic Designer
- OfficeMax 2019 — 2020
Sales+Copy Advisor Associate
- AmeriCorps VISTA 2019 — 2020
IT Developer
- Baskin Robbins 2017 — 2019
Senior Associate

SOFTWARES



SKILLS

- Proficient in editing softwares
- Management of Microsoft Office Suite
- Active listener & team player
- Passionate & diligent
- Good reception of constructive criticism
- Attentive to written communication
- Customer service oriented
- Tendency to learn new things
- Self-motivated work ethic

ACHIEVEMENTS

- Nominated to EtiquetaNews Awards 2021
- High Honors student
- Designed car mesh for Stefano Foundation

LANGUAGES

Spanish	Native Proficient Basic
English	
Portuguese	



GBRANDINGGBRANDINGGBRANDING

THE NOWHERE SHOP

is a whimsical online shop with the concept of being stranded in an unknown place. It sells a variety of pins, stickers and apparel with a fun backstory to each.



The logo was handcrafted to feel intentionally quirky, with the "O" resembling a question mark to evoke mystery. This theme is reinforced by a custom pattern featuring footprints, spirals, and more question marks. I also illustrated how I imagined The Nowhere Shop in its secret location—loud, bold, colorful, and impossible to ignore if, by any chance, you ran into it.

Yellow was chosen as the primary color to spark curiosity and a sense of danger. The product packaging was designed to feel like a last-minute rush, with elements like crooked travel stickers, a small wax seal as a “last resort,” and a note on the inside claiming the package had been inspected by a fictional secret agency (sheet also functioned as a packing slip).

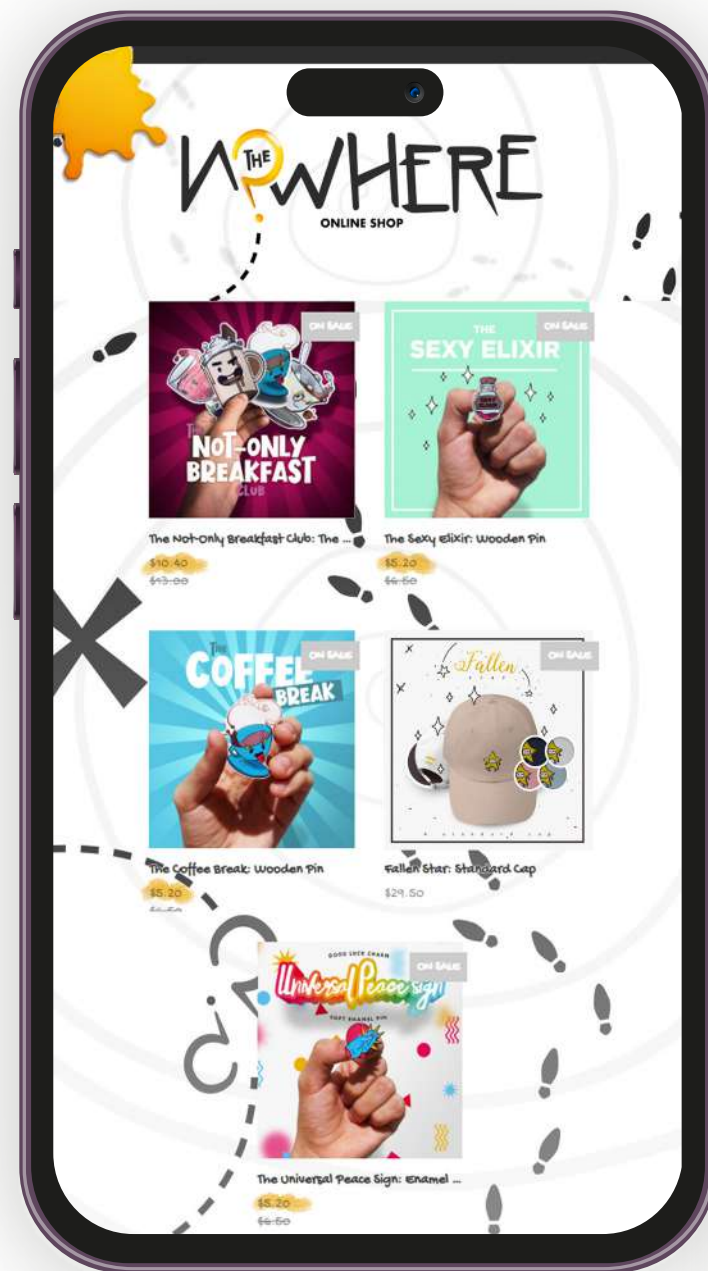
Beyond branding, I designed every product in the shop as well as all product photoshootings, product backing cards, marketing and social media visuals, each piece highlighting the shop’s unique identity and offerings.

BRANDING

SOCIAL MEDIA

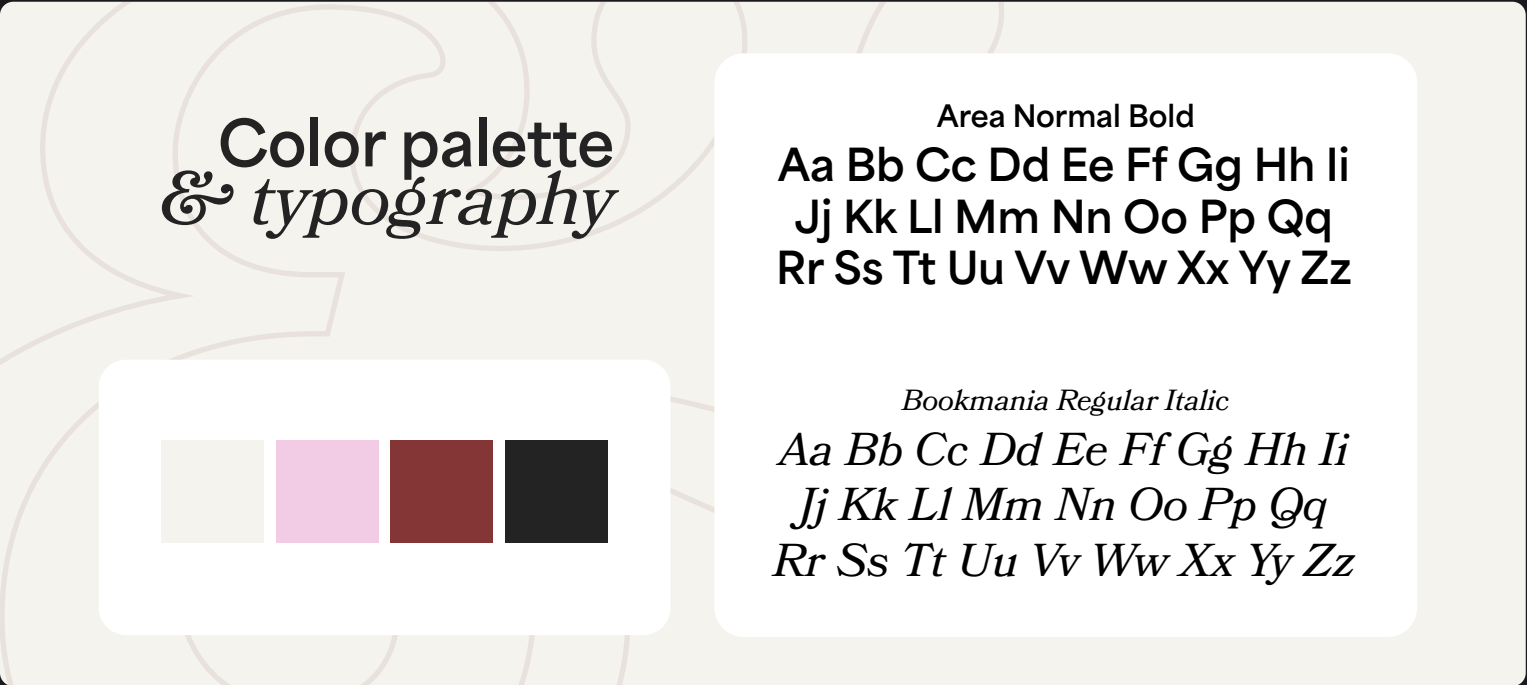
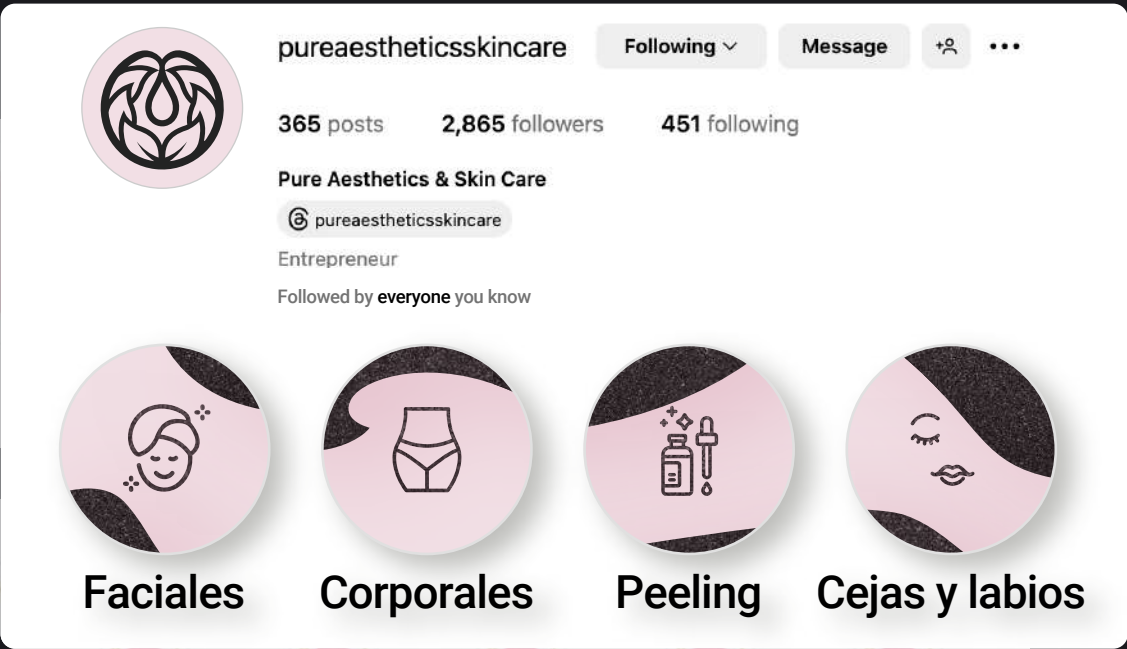
ILLUSTRATION

UX



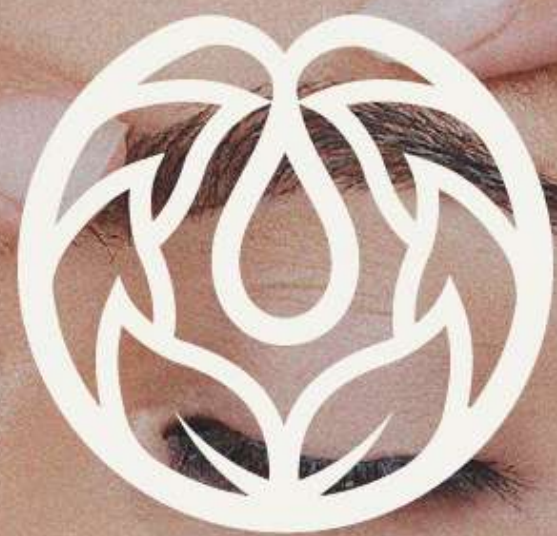
PURE AESTHETICS & SKIN CARE

is a Puerto Rican beauty and skincare clinic dedicated to enhancing clients' well-being and skin health.

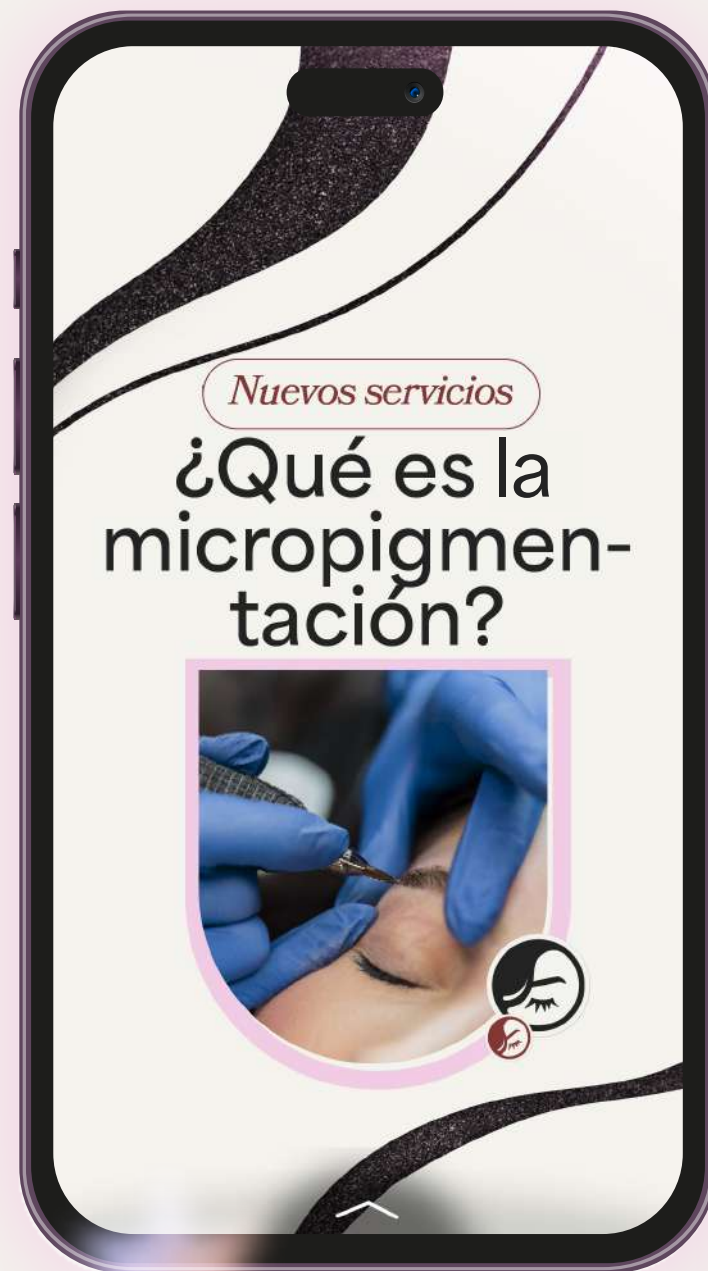


Due to its growing clientele and consistent service quality, Pure Aesthetics & Skin Care wanted to amplify their focus from a women-focused target audience to a no-gender-specific audience. Also, the business added new services; the logo does not need to reference any specific service. They sought a refreshed, professional look that resonated with a diverse audience.

For that reason, I crafted a gender-neutral design that speaks to their vision. The idea of leaves on either side of the logo embody growth, renewal, and wellness. These elements flow into a water droplet, symbolizing purity and freshness—a visual cycle that captures the essence of skin care. The bold logo style adds a cohesive, polished finish and even more flexibility than before. A clean sans serif typeface projects elegance, while the italic serif adds dimension and a sense of flexibility, which fits with Pure Aesthetics & Skin Care’s values and vision.



Pure Aesthetics & *Skin Care*



CAMPAIGNS+COLLATERAL©

COLABORATIVOPR

is a nonprofit organization dedicated to increasing postsecondary enrollment and success among youth from low-income communities in Puerto Rico, particularly in Loíza. Through collaborative efforts, it provides academic support, socio-emotional development, and college readiness programs to help students overcome barriers to higher education.



As part of ColaborativoPR’s fundraising efforts, I developed a social media campaign that highlights student success stories and encourages community support through donations. Each graphic in the series centers on a real ColaborativoPR student, sharing their aspirations and the impact the program has had on their academic journey. The visuals combine a raw, hand-made feel with bold, hopeful messaging—blending textured paper overlays, marker-style accents, and sketched elements that evoke the energy of student notebooks. Students are shown in black and white, outlined in brand colors or paper textures, while their original photo backgrounds are overlaid with the organization’s signature blue for visual cohesion. They provided professional photos of the students and the copy used.

- BRAND MANAGEMENT
- SOCIAL MEDIA
- ADVERTISING

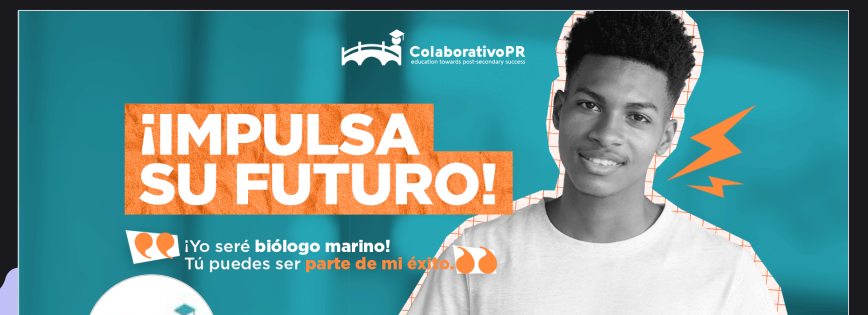




The campaign included nine post designs and nine matching story versions, along with a branded newsletter header and a Facebook cover. The result is a heartfelt, youth-centered campaign that celebrates personal achievement while inviting others to be part of the story.



NEWSLETTER
HEADER



FACEBOOK
CAMPAIGN
COVER
DESIGN

TARGER RENT-A-CAR

is a Puerto Rican vehicle rental company that has been serving the island since 1980.

As part of my ongoing design work with Target Rent A Car, I created a series of promotional materials aimed at strengthening brand visibility and seasonal engagement across Puerto Rico. The deliverables include a variety of themed billboards and flyers—all aligned with the company’s visual identity and communication style.

The billboard series highlights key seasonal moments throughout the year, including Christmas, Easter, Valentine’s Day, summer vacations, and the iconic Fiestas de la Calle San Sebastián. Each design integrates festive elements while maintaining the brand’s color palette, typography, and tone of voice. A location-specific billboard was also developed to promote the Fajardo branch.

The second slide showcases flyers designed to meet different business goals; Two flyers promote the company’s core rental services, reinforcing brand awareness and customer trust. The remaining two address more specific needs: one advertises the sale of used rental vehicles (used float), and the other promotes early reservations. All materials were developed with consistency in mind—ensuring a unified and professional presence across both print and outdoor media.

- BRAND MANAGEMENT
- PRINT MEDIA
- ADVERTISING



REFIERE CLIENTES PARA GANAR UN 10%
¡Gana hasta 10% de comisión!



WE AIM TO PLEASE!
TARGET
RENT A CAR • RENT A TRUCK

Venta de Flota Usada

Atención, Dealers
Únete a nuestro grupo de WhatsApp para que te mantengas informado de unidades a la venta y grandes especiales.



Arnaldo Amador
(787) 599-4924

¡RENTA HOY
tu vehículo ideal con Target Rent A Car en la Baldorioty



¡ESCANEA PARA VER
TODAS TUS OPCIONES!

TargetRentACar.com



REFIERE CLIENTES PARA GANAR UN 10%
WE AIM TO PLEASE!
TARGET
RENT A CAR • RENT A TRUCK

¡Gana hasta 10% de comisión
cada vez que refieres a un cliente!



Javier Ortiz
787.704.9895
VENDEDOR

REFIERE CLIENTES PARA GANAR UN 10%



¡RENTA HOY
tu vehículo ideal con Target Rent A Car en la Baldorioty



¡ESCANEA PARA VER
TODAS TUS OPCIONES!

TargetRentACar.com



REFIERE CLIENTES PARA GANAR UN 10%
WE AIM TO PLEASE!
TARGET
RENT A CAR • RENT A TRUCK

¡Gana hasta 10% de comisión
cada vez que refieres a un cliente!



¡RENTA HOY
tu vehículo ideal con Target Rent A Car en la Baldorioty

REFIERE CLIENTES PARA GANAR UN 10%
¡Gana hasta 10% de comisión!



¡ESCANEA PARA VER
TODAS TUS OPCIONES!



FOUNDATION FOR PUERTO RICO

is a nonprofit organization dedicated to driving economic and social development on the island through innovation, collaboration, and community resilience.

At the foundation, my work spans across brand management, multimedia design, and advertising. While the organization already had an established brand book, I have been responsible for applying and further developing its visual identity across new platforms and formats. This has included creating social media content, e-drops, corporative documents (such as Annual Reports), motion logo graphics, flyers, stand banners, website mockups, stationery, billboards, YouTube thumbnails, and high-impact PowerPoint presentations.

Additionally, I have collaborated on digital advertising efforts, producing web ads and promotional materials for events and projects, extending the organization’s reach while maintaining brand consistency.

- BRAND MANAGEMENT
- MULTIMEDIA
- ADVERTISING



Happixs is a Puerto Rican brand dedicated to promoting joy and positivity through creative products and experiences. Its flagship event, the Festival de la Felicidad, is a family-oriented celebration that brings together music, entertainment, and interactive activities to spread happiness and community spirit.



For this project, I created motion graphics, a Facebook profile frame, and—with the help of the Marketing Director—a playful sock collection that reflect the brand's vibrant and uplifting spirit.

SOCK
COLLECTION
HAPPIXSLEGS



FACEBOOK
FRAME





HAPPILIANS

TEAM

SOCIAL
MEDIA
PROMO

This section highlights a selection of personal projects that reflect my early explorations in graphic design and my ongoing creative curiosity.

PERSONAL WORK

From experimental compositions to self-initiated visuals, these works showcase the freedom, playfulness, and passion that continue to inspire my professional practice.



THANK YOU

