

*A designer, design director, principal, visual storyteller, educator and maker—noted for strategic thinking, creativity, and process-driven executions resulting in strong, connected visual communications and experiences.*

**BRIAN A. CASTLE**

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BRAND IDENTITY

ENVIRONMENTAL

GRAPHIC STANDARDS

INTERACTIVE

PACKAGING

PRINT

SIGNAGE + WAYFINDING

**B. A. CASTLE DESIGN – Pleasant Ridge, MI // Owner & Principal, 2003–present**

Originally co-founded as CastleNason Design in 2003 as a partner of the Group eX creative group, CastleNason evolved into B. A. Castle Design in 2010 as an independent multidisciplinary design consultancy, remaining with Group eX until 2022. As Principal, Brian works with client leadership and project stakeholders to make brand identities and identity systems, architectural sign and wayfinding programs, donor recognition and corporate displays, print communication systems, books, packaging graphics and websites, etc.

In addition to design direction, he is responsible for oversight of studio operations, client development and management, project management, and collaboration with creative partners.

A historical representative list of clients includes: *Bay Cast, Bedrock Detroit, Bloomfield Township Library, Carhartt, College for Creative Studies, Geocycle North America, Guardian Industries, Balthazar Korab Studios, Larson Realty Group, McNish Group, Nicolson Associates, Nikon Metrology, Notre Dame Preparatory High School, Peninsula Capital Partners, PPG North America, St. Joe Mercy Health System, Taubman Family...*

**COLLEGE FOR CREATIVE STUDIES – Detroit, MI // Adjunct Faculty, 1998–present**

Teaching Typography courses (I, II & III), for the past 25+ years, Brian has had the on-going privilege to be directly involved with the education and mentoring of young designers in the Communication Design Department.

Additionally, he works closely with the Department chair and peer faculty to review and develop course curriculum, and participate in professional portfolio review and student career days.

**FORD & EARL ASSOCIATES, INC. – Troy, MI // Senior Associate, 1996–2003**

Recognized nationally as a multidisciplinary design firm, Ford & Earl provided interior architecture, graphic and environmental design, and fabrication services to a diverse client roster.

Working specifically within the Graphic and Environmental Design Groups, Brian oversaw and collaborated with team members involving creative strategy, direction, conceptualization, development and execution of client projects—including client relationships and communications, estimating, and oversight of project schedules and budgets. In addition, he also worked closely with firm ownership and group vice presidents relative to business strategy, development and personnel.

A representative list of our diverse client roster included: *Beaumont, Borg Warner Automotive, College for Creative Studies, Delphi Automotive Systems, Detroit Zoo, Fanuc, GM, GMAC Financial Services, HarleyEllis, Holcim, Motorcraft, Oakland Schools, Oakwood Health System, Peninsula Capital Partners, Pfizer, Porsche Engineering, Siebe Automotive, St. John Healthcare System, University of Detroit Mercy School of Law, W. Y. Campbell & Company...*

**HERMAN DESIGN GROUP – Detroit, MI // Senior Graphic Designer, 1992–1996**

**METROTIMES – Detroit, MI // Designer, Advertising Art Director, 1991–1992**

**MICHAEL FLORA & ASSOCIATES – Troy, MI // Designer, 1990–1991**

**CROMWELL COMMUNICATIONS – Royal Oak, MI // Designer, 1989–1990**



## education

Western Michigan University // BFA – Graphic Design // 1989

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## strengths

**APPROACH** – Recognize and understand that successful, smart design is a result of an iterative process.

**COMMUNICATION** – Confident in speaking with—and more importantly listening to—individuals and groups whether as clients or co-workers, senior-level executives or students.

**HANDS ON** – Have ‘no fear’ in rolling up my shirt sleeves and getting my hands dirty—whether designing, learning, fabricating or installing.

**KNOWLEDGE** – Possess a comprehensive understanding of peripheral design industries and processes including materials and systems, fabrication and installation techniques, commercial printing, etc.

**SOFTWARE** – Use Adobe Creative Suite (primarily InDesign, Illustrator, Photoshop and Acrobat) on a daily basis along with the Microsoft Office Suite (Word, Powerpoint and Excel). In addition, continuing to expand and develop a working knowledge of Adobe XD, Figma, and Sketch.

**TEAM** – Embrace project collaboration within a team dynamic as manager, creative director or in the role as a designer. Able to undertake and successfully resolve projects on an individual basis when necessary.

## relationships

**ESTABLISHED** – 25+ years of managing client relationships with senior- and C-level stakeholders as well as key decision makers.

**PROFESSIONAL** – Continually developing and managing relationships within related professions including architecture, commercial printing, copywriting, fabrication and installation, interior design, motion graphics, photography, programming and database development, etc.

## recognition

Though not one to seek out individual accolades, it is appreciated to be recognized within the profession by peers and clients for hard work and creativity.

### **AIGA Design RE:VIEW.02 – Best In Show**

Poster Design – Reflection 09.11 // Client: Ford & Earl Associates

### **Graphic Design USA – American Graphic Design Award**

Annual Report Design // Client: Shiloh Industries, Inc.

### **Graphic Design USA – American Graphic Design Award**

Poster Design // Client: Superior Colour Graphics

### **American Corporate Identity 16 – Award of Excellence**

Corporate Identity // Client: HarleyEllis

### **American Corporate Identity 16 – Award of Excellence**

Brochure Design // Client: CCN International

### **American Corporate Identity 16 – Award of Excellence**

Brochure Design // Client: Infonorm Signage Systems

