MARIANA CARO DEL CASTILLO

Creative Lead · Art Director · Creative AI Direction

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See Portfolio (password: Portfolio26)

SUMMARY

Creative Lead and Art Director with seven years of experience translating strategy into visual systems and brand worlds across technology, hospitality, fashion, beauty, and lifestyle. I lead integrated projects from concept through delivery—across identity, campaigns, digital, content, retail, and experiential—combining hands-on design with team direction and a high standard of craft.

Currently Lead Creative at Superside and founder of Rue Haus, working with global brands and multidisciplinary teams across Mexico, the U.S., and Europe. When relevant to the work, I also design AI-assisted workflows that expand creative exploration and production without compromising judgment or brand integrity.

WORK EXPERIENCE

Superside - Lead Creative
October 2025 - Present

- Lead design direction and creative quality across a portfolio of global accounts, developing campaign concepts, visual systems, and cross-channel creative for Microsoft, Grammarly / Superhuman, DoorDash, Free People, and a leading sporting goods retailer.
- Translate strategic briefs and business objectives into conceptual territories, look-and-feel systems, campaign toolkits, and presentation narratives, guiding projects from early exploration through final delivery.
- Remain hands-on while directing and mentoring multidisciplinary creative teams, providing decisive feedback and partnering across strategy, copy, production, and project management to maintain quality across concurrent workstreams.
- Identify when AI can meaningfully extend exploration or production, then design, automate, and optimize replicable workflows that enable teams to produce high-quality, brand-consistent imagery at scale.

Rue Haus - Founder & Creative Director | 2025 - Present

- Founded an independent studio focused on strategic branding, identity and art direction for lifestyle, beauty, wellness and hospitality brands, leading projects from early concept through launch.
- Build cohesive brand worlds across identity, campaigns, digital, editorial, packaging, and physical touchpoints, combining strategic clarity with an experimental and highly considered approach to design.

Art Director - Sarelly Sarelly | Jul 2025 - Nov 2025

- Directed the brand's retail and experiential expression across its Mexico City flagship and expansion into Sephora, Ulta Beauty, and Costco Mexico.
- Partnered on spatial design and art direction for custom makeup fixtures and shop-in-shop environments, while developing uniforms, menus, cups, napkins, and other branded physical touchpoints.
- Developed launch campaigns for new beauty products and designed the mascara blister packaging currently sold at Costco Mexico.

Soho House, The Americas - Manager Brand Designer
September 2023 - September 2025

- Maintained and evolved Soho House's visual identity across more than 10 markets in Latin America, Canada, and the U.S., ensuring consistency across campaigns, editorial, member communications, and local experiences.
- Led regional campaign development and created event identities for the US Open, Halloween, Soho Palooza, and cultural programming, adapting global standards through a locally relevant point of view.
- Partnered with cross-functional teams to align creative execution with communication strategies for members, brand partners, and regional audiences.

Blank Space Studio - Senior Brand Designer | May 2022 - January 2024

- Developed brand strategies, identity systems, and launch-ready visual worlds for more than 18 international clients across fashion, wellness, and lifestyle.
- Extended brand systems across campaigns, packaging, OOH, landing pages, email, social, and 3D visualization, balancing conceptual exploration with precise execution.

Spotdly Agency - Art Director | August 2022 - September 2023

- Led art direction across branding, digital, social, web, events, and marketing while managing a multidisciplinary team of three to five designers.
- Owned creative workflows, delegation, mentorship, and feedback across designers and copywriters, aligning stakeholders around brand positioning, project goals, timelines, and creative quality.

FREELANCE COLLABS

Senior Brand Designer - White & Salt and Wunderdogs | Over the years

- Led intensive brand identity projects from strategic direction and creative concept through system development and rollout for international lifestyle, beauty, and wellness brands.
- Collaborated across brand identity, art direction, and web design, translating strategic concepts into cohesive visual systems and digital experiences for international clients.

EARLY STUDIO EXPERIENCE

Conqr. / Mon Palette / Boutique Studios | From 2020

- Built an early foundation across brand identity, campaigns, editorial, and digital design for emerging brands while working within small, hands-on creative teams.

EDUCATION

- Graphic Design Degree — IED Madrid
- Marketing and Communications Course — International Business Management Institute (Germany, remote)
- Squarespace Course — Squarestylist
- The Accelerator Certification — Blank Space Studio

LANGUAGES

- Spanish (native)
- English (fluent / professional working proficiency)

CORE EXPERTISE

- Brand Identity & Systems · Art Direction · Creative Concepting · Experiential & Environmental Design · Digital Experiences · Content Development · Editorial Design · Packaging · Retail & Spatial Branding · Visual Storytelling · Visual Merchandising · AI Creative Direction · Editorial Design & Typography · Team Direction & Mentorship · Client Presentations · Creative Feedback · Cross-functional Collaboration · Multi-project Management · Brand Consultancy · Creative Quality Control

TOOLS

- Weavy · Krea · Flora · Figma · ChatGPT · Claude · Higgsfield · Adobe Creative Suite · Web Design · Asana · Google Suite

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Visit Rue Haus website