

# THE PORTFOLIO OF



# RAMON CASTILLO

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DESIGN DIRECTION  
IDEA GENERATION  
CREATIVE STRATEGY  
CX+UX+SERVICE DESIGN



# NSW TRAINLINK

Company: Meld Studios | Year: 2016 | Role: Workshop Facilitation Support, Collaborative Research & Synthesis, Artefact Visualisations/Designs

NSW TRAINLINK

# THE FUTURE CX OF NSW TRAINS

NSW TrainLink required a Customer Experience Strategy to set an organisation wide, customer-focused vision and plan, to articulate the future customer experience for NSW TrainLink customers.

I was contracted at Meld Studios for 6 months as a Senior member to collaboratively define NSWTL's customer proposition, design the future Intercity and Regional customer journeys and a proposed program to drive tangible improvements in customer service, technology, and customer environment.





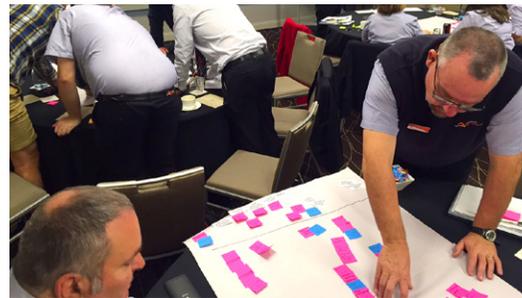
## 1. DESK RESEARCH

During this project a number of NSW TrainLink reports were referred to as a starting point, as well as customer facing communication channels.



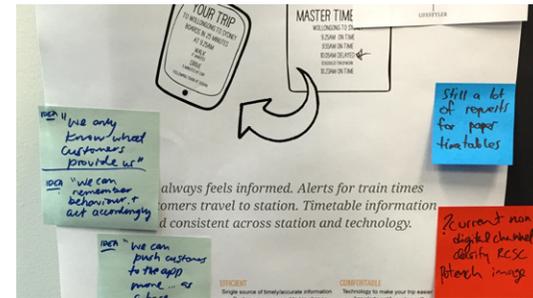
## 2. CONTEXTUAL RESEARCH

Regional and Intercity stations were visited and train journeys were taken to better understand the experience of train customers.



## 3. CURRENT STATE WORKSHOPS

Two half-day workshops with 20 frontline staff. We discussed customer and staff pain points, opportunity areas, and how each group is made aware of service disruptions.



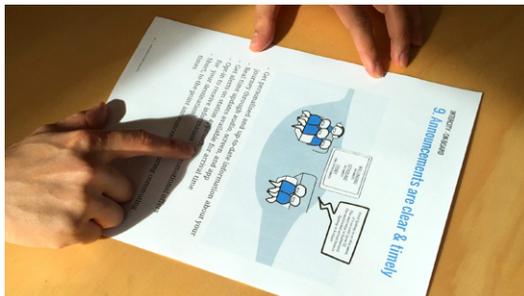
## 4. COMMUNICATING THE CURRENT STATE

Using staff feedback, we generated a series of images reflecting the current state which we presented to management. We then narrowed our focus on specific issues.



## 5. FUTURE STATE WORKSHOPS

We asked what excellence looks like in moments of disruption and BAU. We encouraged staff to ideate what a great working situation looks like.



## 6. GENERATE CONCEPTS

Using feedback and findings from the frontline staff and management Future State workshops, we generated concept cards that ideated an ideal Future State customer journey on NSW TrainLink.



## 7. TEST & REFINE CONCEPTS

We divided testing over two weeks, using distinct concepts for Regional and Intercity travel, spending an hour talking one-on-one with customers.



## 8. ARTICULATE

Numerous artefacts were produced to articulate the future state experience of NSW TrainLink's Intercity and Regional customers. Including high-fidelity journey maps, diagrams and reports.



# TOYOTA

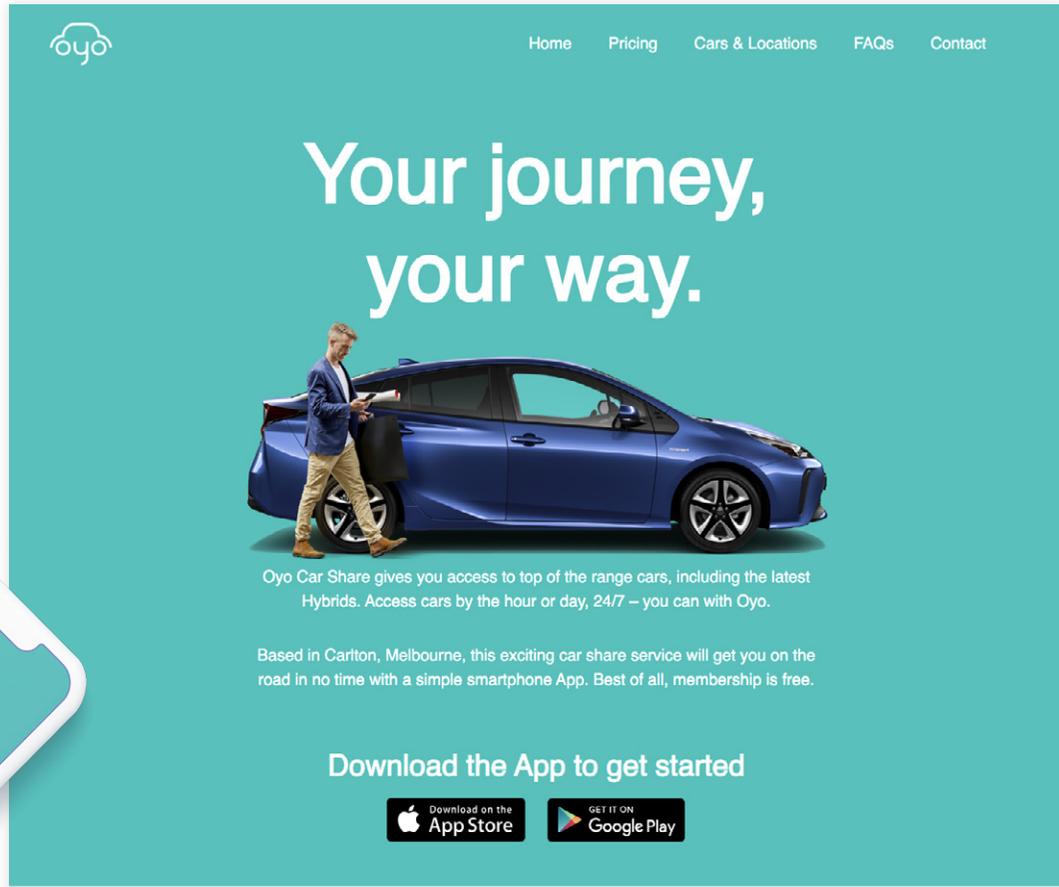
Company: MercerBell and Saatchi & Saatchi | Year: 2019 | Role: Design Direction, Creative Strategy & Art Direction

TOYOTA

# OYO CAR SHARE UX & UI WEBSITE

Toyota piloted a new car sharing service in Melbourne, branded as Oyo. I designed a three phased approach for the 2019 pilot launch, crafted and led the design direction from UX to UI to build. The objective was to evaluate the validity of the service, adapt, pivot if required and launch at scale. The pilot was a success and is now an active service operating in VIC.

[oyocarshare.com.au](http://oyocarshare.com.au)

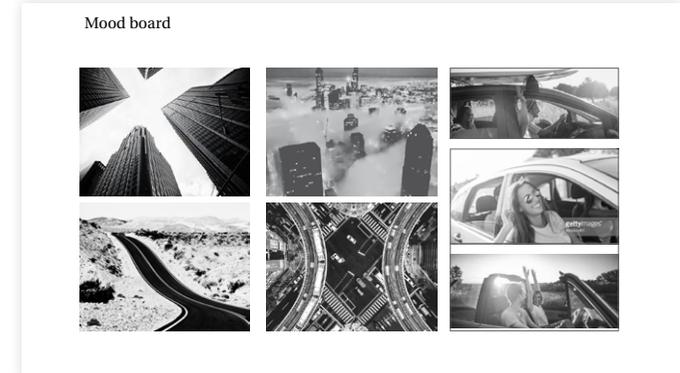
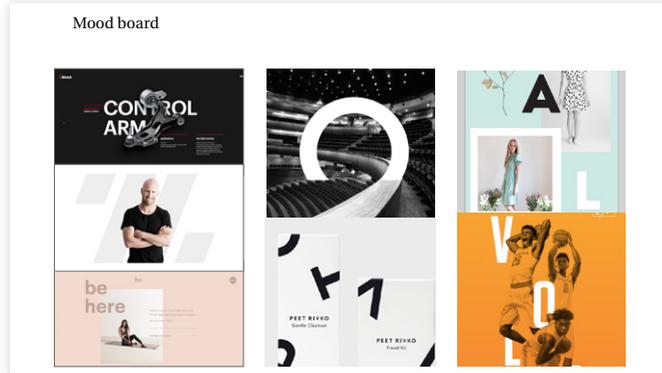
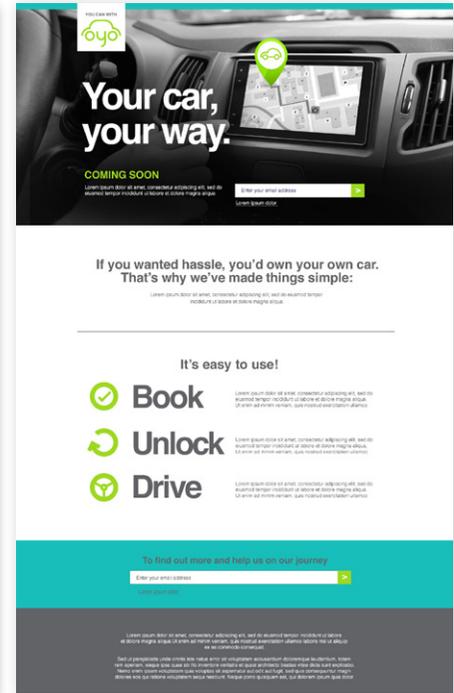
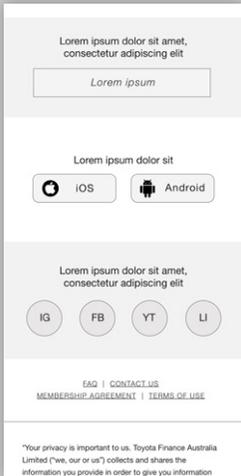
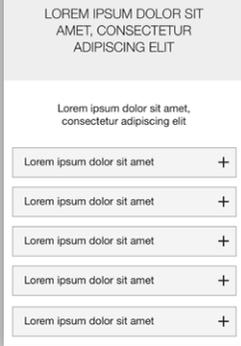
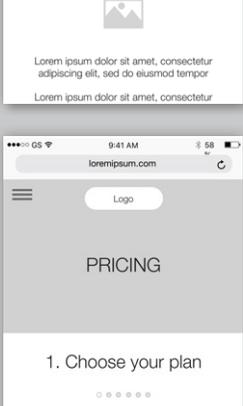
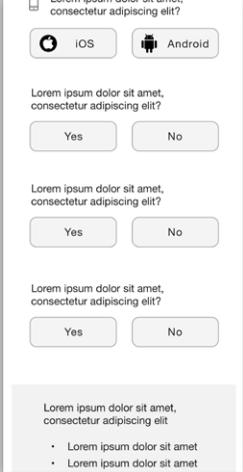
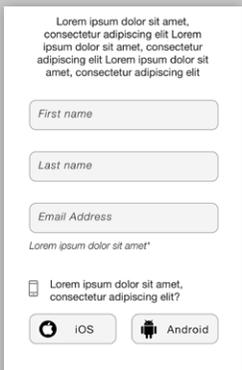
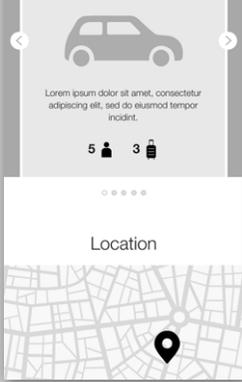


**FREE membership**

Only pay for what you use with no membership fee



# OYO WIREFRAMING & VISUAL EXPLORATION

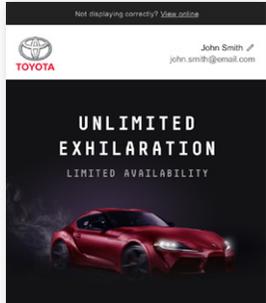


TOYOTA

# CRM COMMS

Hundreds of Toyota CRM emails were key deliverables during my time at MB and S&S. They ranged from car launches and monthly newsletter updates, right through to service messages and reminders.

Artefacts shown here include the historic rebirth launch of the Supra and the new RAV4. Both required planned phased journeys and creative territory concepts. The Supra had an expression of interest phase, pre-launch and launch journeys due to its limited batch of 300 cars.



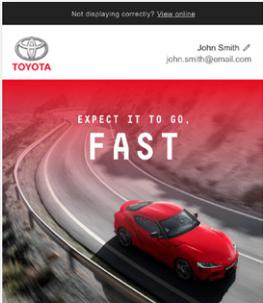
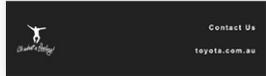
Hi <Name>

Following its much-anticipated launch at the Detroit Motor Show, excitement surrounding the adrenaline-fuelled Toyota GR Supra has reached fever pitch.

The iconic coupe will be launched in Australia in Q3 this year, with approximately 300 cars for the first 12 months. Once it has arrived, Toyota GR Supra will be available to purchase online.

In the meantime, you can find out how to order and put yourself in pole position to own this piece of motoring history.

[I CAN'T WAIT, TELL ME MORE](#)



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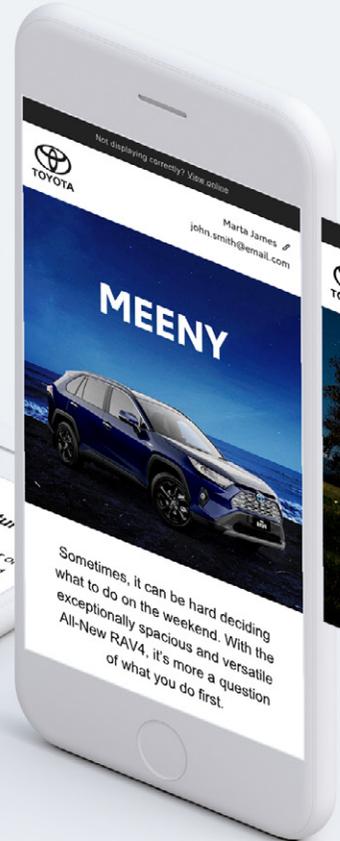
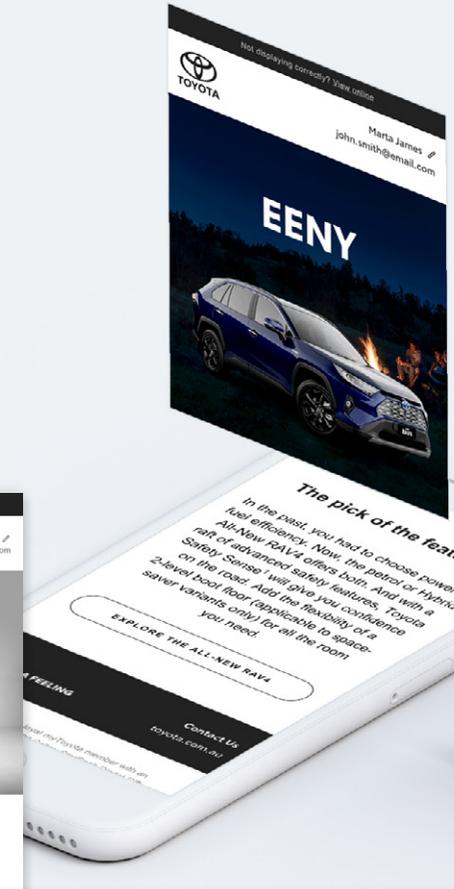
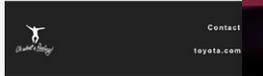
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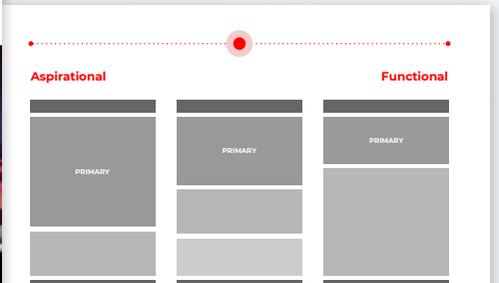
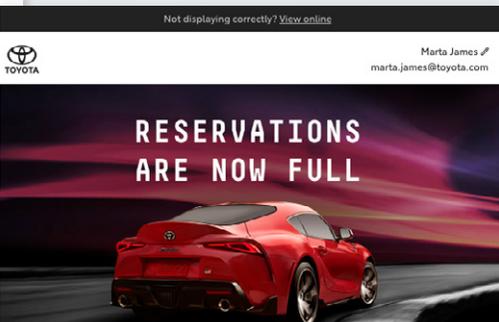
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[I CAN'T WAIT, TELL ME MORE](#)



**Toyota** 15:03 >

All-New RAV4 unlocks a new world of possibilities  
Start planning your next adventure





# MCDONALD'S

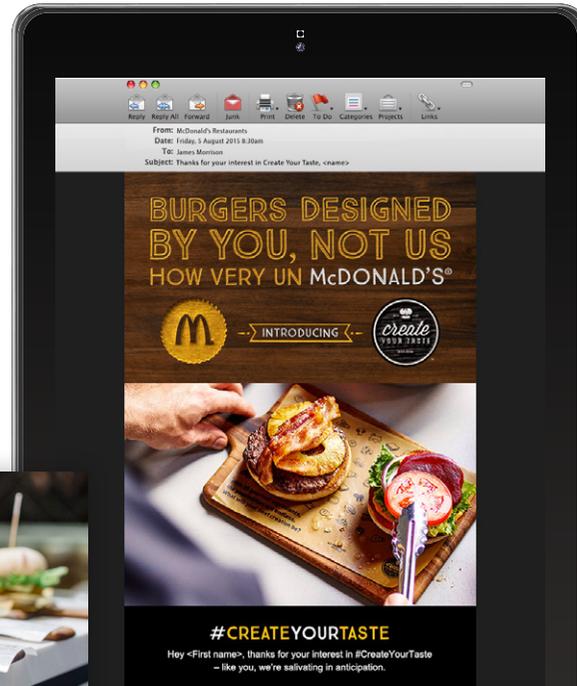
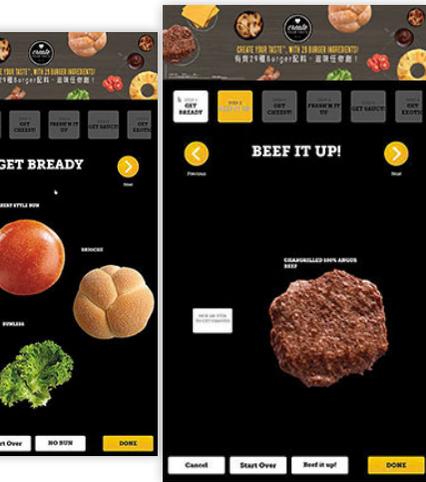
Company: Track / DDB | Year: 2015 | Role: Design Direction, Creative Strategy & Art Direction

MCDONALD'S

# CREATE YOUR TASTE

BUILD YOUR OWN BURGER

McDonald's intended to give its burger menu a complete revamp, aiming to transform the Macca's experience for all Australians. The changes included a new customisable burger menu called 'Create Your Taste' where customers used digital kiosks to build their own burger from scratch, choosing from over 30 ingredients. McDonald's also introduced table service, allowing customers to relax with a drink while they wait for their customised burger to be cooked and brought to their table. From the CRM comms phase journeys to collaborating on the touch screen kiosk designs, it was an excitingly innovative project that resulted in permanent touch screens in McDonald's restaurants nationally.



— IT'S WHAT AUSTRALIA ORDERED —



MCDONALD'S  
**SNEAKY DEALS**

McDonald's Australia needed to improve their offering to millennials. Their deals weren't competitive enough against other large fast food outlets. Especially when it came to price point. Millennials wanted more bang for their buck. 'It's What Australia Ordered' was a new territory McDonald's aimed to own. In that space, 'Sneaky Deals' was born, specifically to target millennials, who are tech-savvy, trend-setters and first in the know. Over 4 weeks, 'Sneaky Deals' that weren't on the menu and expired weekly, were presented via email and social media.





# AMEX

Company: MercerBell (Publicis Group) | Year: 2019 | Role: Design Direction, Creative & Art Direction

**ESSENTIALLY,  
TREATING YOURSELF.**



**AMEX**

# ESSENTIAL CREDIT CARD CAMPAIGN

AMEX needed a creative-led, digitally focused 2019 launch campaign for their Essential Credit Card; designed for millennials who may benefit from every day spend with low barrier to entry. The target demo were reluctant to apply for any credit card and intentionally avoids fees and debt. The concept had to speak their language, at speed. Thus, the 'Essentially ...' campaign was born across dozens of digital and OOH channels.



The American Express Essential® Card



**ESSENTIALLY,  
\$50 DINING CREDIT.\***



**DON'T live life WITHOUT IT™**



**ROCKPOOL  
DINING \* GROUP**

\*Apply by 13 March 2019. Min. spend \$50 at selected merchants. Terms, Conditions & Exclusions apply.  
Credit provided by American Express Australia Limited (ADN592368-952-085). Australian Credit Licence No. 291313. \*Registered trademarks of American Express Company. AMX0096\_AA\_P14/03/19



My Account Cards Travel Insurance Rewards Business

USER ID  
User ID

PASSWORD  
Password

Card - My Account

Remember Me

Log In

Forgot your User ID or Password?  
Register for Online Services

## ESSENTIALLY, \$50 DINING CREDIT.\*

Essentially, rewarding with the American Express Essential® Card.

\*Apply by 13 March 2018. Min. spend \$50 at selected merchants. Tax and exclusions apply.

Learn More



### ESSENTIALLY, A SNEAKY GETAWAY.\*

### ESSENTIALLY, TREATING YOURSELF.

### ESSENTIALLY, A FRESH HEALTH KICK.

### ESSENTIALLY, EARNS POINTS ON RIDES.

### ESSENTIALLY, \$50 DINING CREDIT.\*

### ESSENTIALLY, EARNS POINTS ON FOOD.

UPGRADE! lagil94

## Discover Weekly

Your weekly mixtape of fresh music. Enjoy new discoveries and deep cuts chosen just for you. Updated every Monday, so save your favourite!

Made for lagil94 by spotify - 30 songs, 2 hr 8 min

PAUSE FOLLOWING

TITLE	ARTIST
Standing in the Door	Justin Dean Thomas
Your Love	Middle Kids
Pretend	Hovdy
In Dreams	tomemitsu
Twice	Feed Me Jack
Easy	WHYY?
Mother's Wedding	Howard
Turncoat	NE-HI
Glorious Warrior	Electric Guest
Nimbin	Mappe Of
Matters	Twinamith
Come On	Mikhael Pastalev

Don't Throwback Without It.

The American Express Essential® Card

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The American Express Essential® Card

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## ESSENTIALLY, THE VIP EXPERIENCE.

National | World | Lifestyle | Travel | Entertainment | Technology | Finance | Sport

## ESSENTIALLY, TREATING YOURSELF.

Entertainment

LATEST IN ENTERTAINMENT

### ESSENTIALLY, A MORNING RITUAL.

RIGHT NOW IN ENTERTAINMENT

# 3M AQUA-PURE

Company: Wunderman (GPY&R) | Year: 2015 | Role: Creative Lead & Design

if undelivered return to:  
PO BOX 123 Sample Street, Sydney NSW 2000

POSTAGE  
PAID  
AUSTRALIA



Mr. Andrew Sample  
123 Sample Street,  
Sydney NSW, Australia 2000



## Tap in to purer water.

Water: it's life's essential ingredient... vital to the health and wellbeing of your family. But basic tap water treatment doesn't always screen out hidden nasties.

Aqua-Pure on the other hand delivers crystal clear water on tap, filtering out up to 15 common contaminants to deliver the purest, cleanest water from a single filter for up to 12 months.

But don't take our word for it. Why not compare the chemical composition of your tap water with a glass of Aqua-Pure filtered water at [aquapure.com.au](http://aquapure.com.au) and make up your own mind.

3M Science Applied to Life™ Aqua-Pure



### WATER READING

## How does Bondi's water rate?

Curious to know what you've avoided in Bondi's tap water this year? Visit [aquapure.com.au/2026](http://aquapure.com.au/2026)



### DID YOU KNOW?

## Pure is precious.

Despite three-quarters of the earth's surface being covered with water, only 0.37% of that is drinkable.

## Reasons to keep it pure



### Pure. And free.

Order an AquaPure filtration system within fourteen days and we'll include your very first filter free of charge. Simply head to [shop.3m.com.au](http://shop.3m.com.au) and enter PURE01 on the checkout page.



### Credit where it's due.

Word of mouth is a powerful thing. So if a friend, family member or colleague installs an AquaPure system on your recommendation, we'll credit you with \$10. Visit [aquapure.com.au](http://aquapure.com.au) for more.



### Pure for sure.

AquaPure filters remove up to 15 common contaminants. Curious to know which ones? [aquapure.com.au](http://aquapure.com.au) can tell you.



## How pure is Bondi?

The answer is inside.

Make it pure.

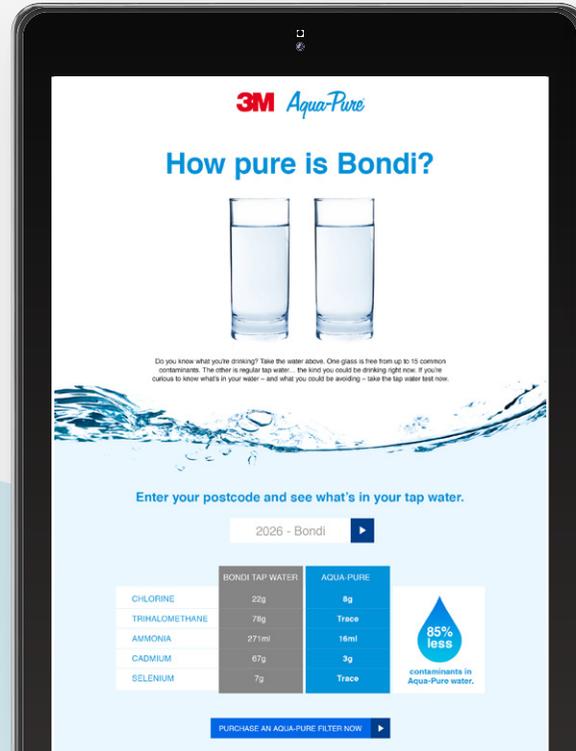
# If you drink tap water...



## 3M AQUA-PURE

# HOW PURE?

We all take water for granted. Especially the tap variety. Do we really think about its purity and how much pure water can benefit us? My idea was to use science based information to engage prospects. Showing the hidden nasties we consume is an extremely powerful way to view tap water differently, and change for the better. It pays to compare. It pays to drink Aqua-pure.



3M Aqua-Pure

## How pure is Bondi?



Do you know what you're drinking? Take the water above. One glass is free from up to 15 common contaminants. The other is regular tap water... the kind you could be drinking right now. If you're curious to know what's in your water... and what you could be avoiding... take the tap water test now.

Enter your postcode and see what's in your tap water.

2026 - Bondi

	BONDI TAP WATER	AQUA-PURE
CHLORINE	22g	4g
TRICHALOMETHANE	78g	Trace
AMMONIA	27ml	16ml
CADMIUM	67g	3g
SELENIUM	7g	Trace

85% less  
contaminants in  
Aqua-Pure water.

PURCHASE AN AQUA-PURE FILTER NOW



## But is it pure?



vodafone AU 4G 4:17 pm 33%  
smh.com.au

The Sydney Morning Herald

21°  
now: min. Bondi Mostly sunny

Advertisement  
3M Aqua-Pure  
Bondi water is clear.

News

Videos



# CBA

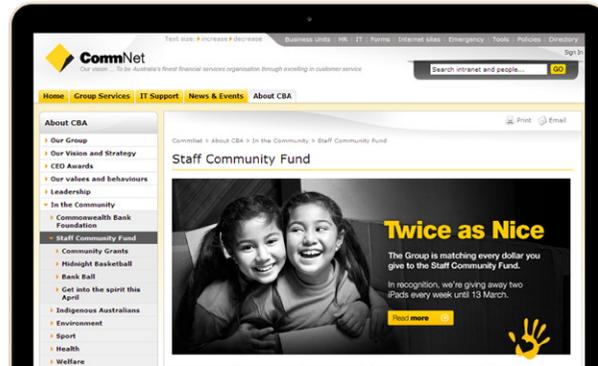
Company: Imagination | Year: 2011-2012 | Role: Creative, Design & Finished Art



CBA

# TWICE AS NICE

Every dollar that was given to the Staff Community Fund by CBA Staff was matched by the Group. Helping twice as many charities and twice as many kids. There were branch activations throughout numerous CBA offices across Australia.





CBA

# TIME VAULT

The challenge was to get Australians excited about the Bank's milestone and educate them on the history of the bank. 'Time Vault' was developed; fusing online and offline worlds in a two-week treasure hunt quiz that gave away ten prizes of \$2000.





VAULT



CBA

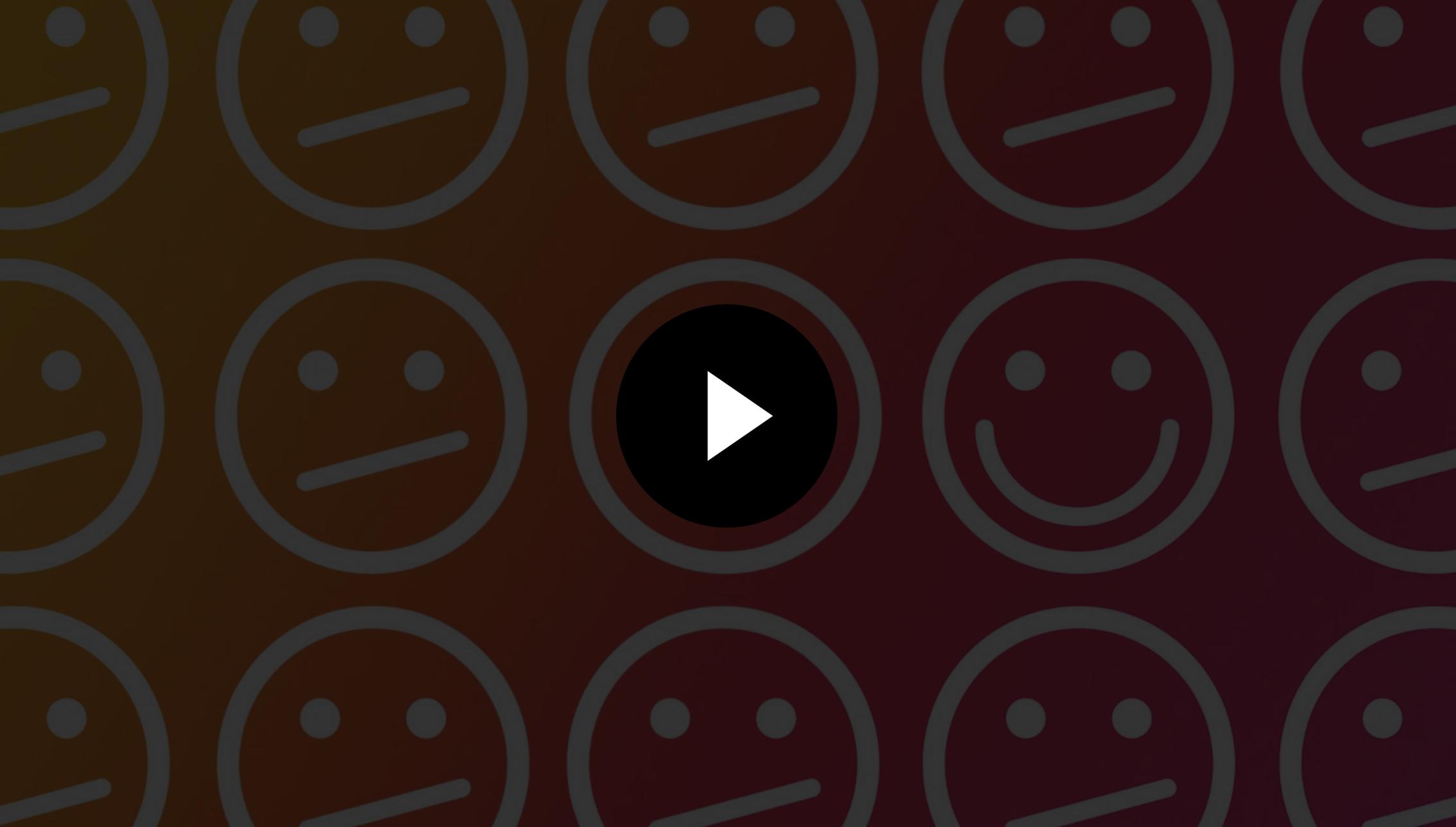
# INFOGRAPHICS

When CBA launched their deal of 0% p.a. for 5 months on new Commbank Credit Card purchases, the idea to express the depth of that 5 months, leveraging info graphics. When you look at it, a lot can sure happen in 5 months. This extended to other data.



# TELSTRA

Company: Lavender | Year: 2014 | Role: Creative Lead, Design & Finished Art







# TOURISM AUS

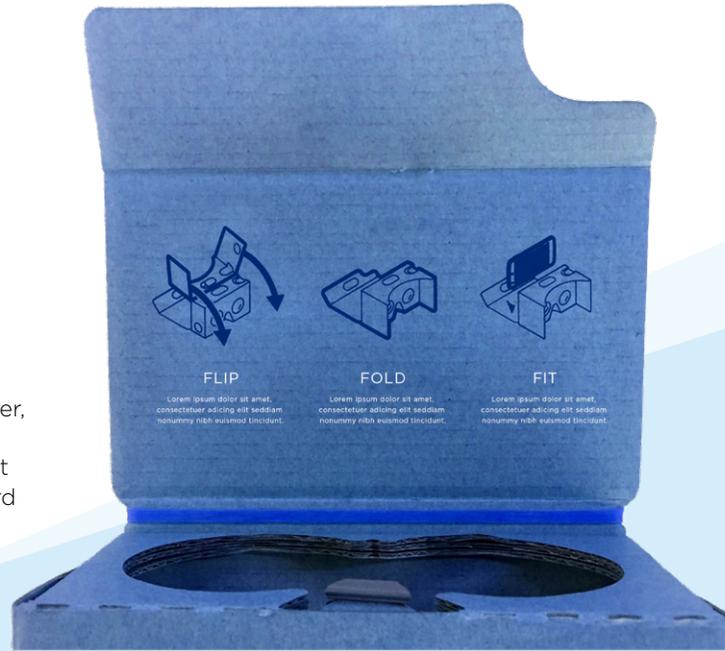
Company: Clemenger BBDO | Year: 2015 | Role: Design Direction, Creative & Art Direction

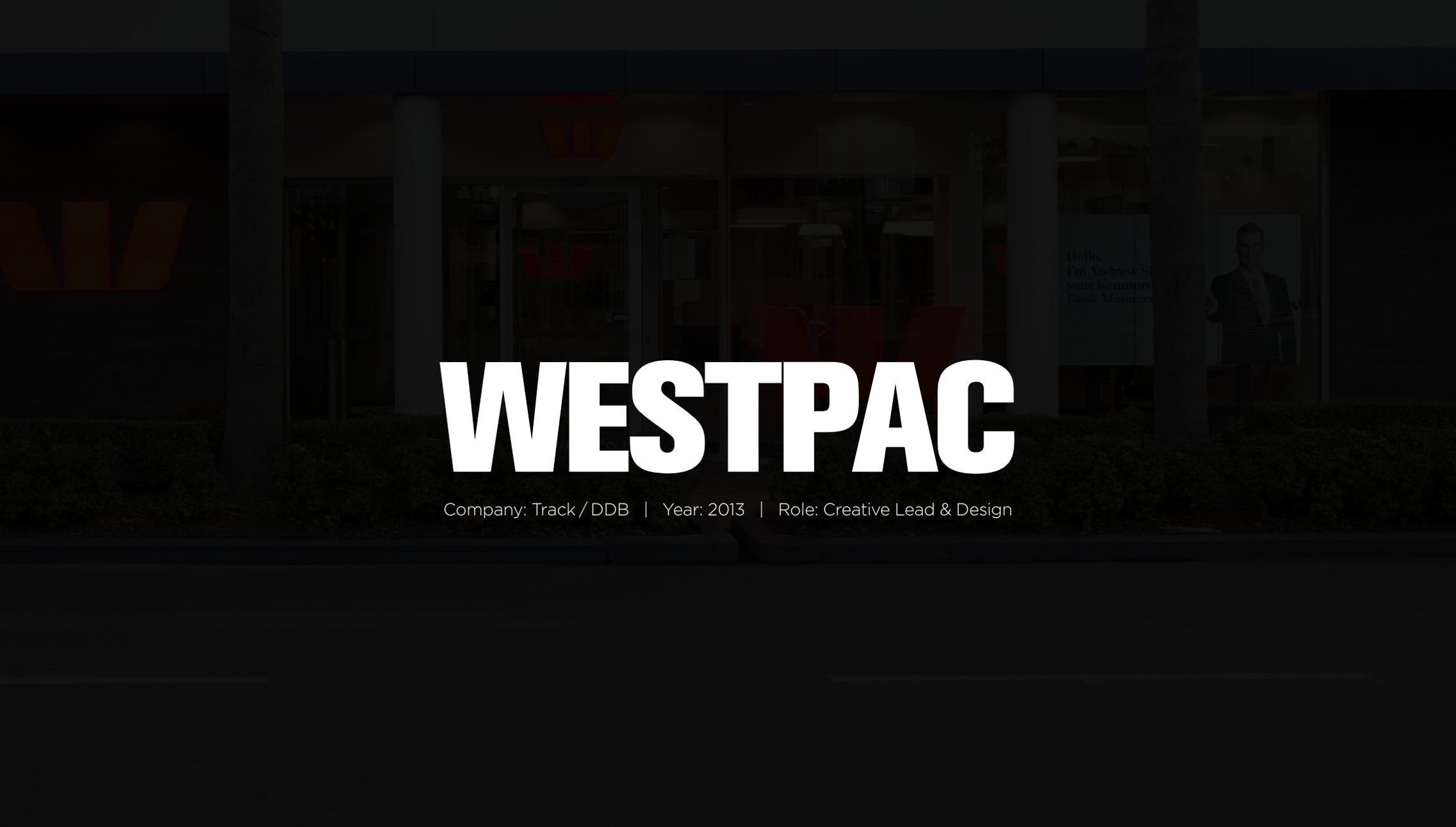


TOURISM AUSTRALIA

# GOOGLE VR HEADSETS

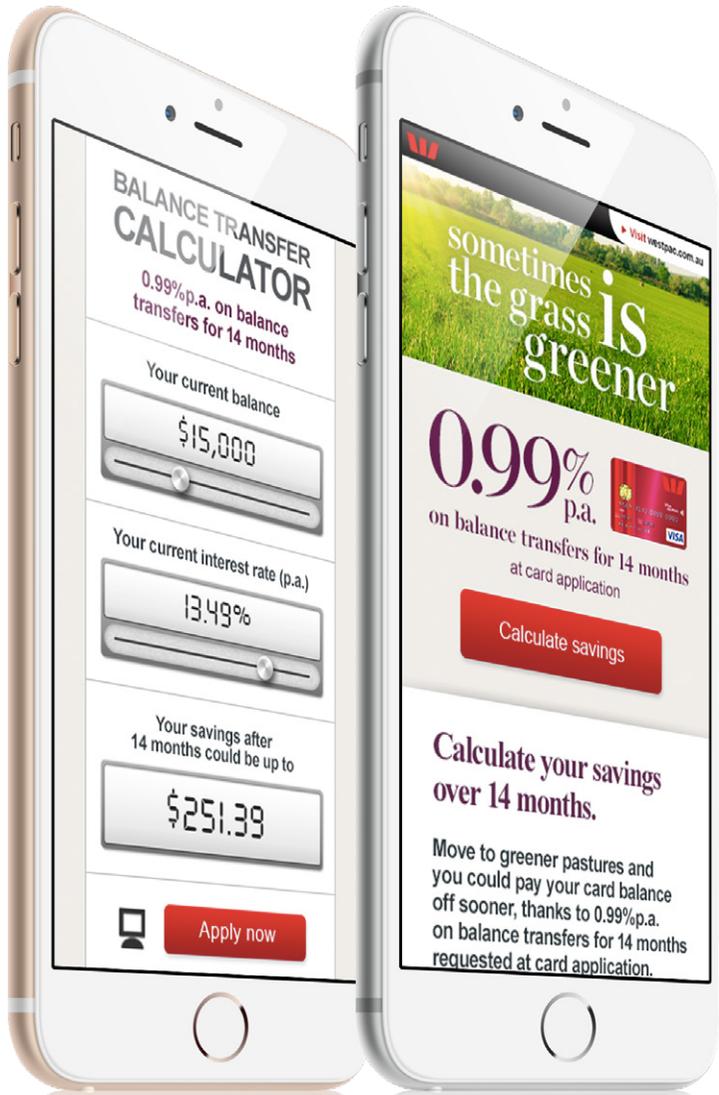
Tourism Australia were looking for new and innovative ways to bring the Australian experience to the world. While at Clemmenger, to compliment the positioning; 'It's a place you feel' - I created these Google VR headset designs based on Google's existing cardboard template construction.





# WESTPAC

Company: Track / DDB | Year: 2013 | Role: Creative Lead & Design



WESTPAC

# GREENER PASTURES

The challenge was to convert customers from other competitive banks to make the switch to Westpac's Low Rate Credit Card. And, to re-affirm the brand as one that supports Australians. This tempting switch message was projected on multiple communication touch points. Traffic to the landing page, created massive usage and high applications due to the creation of a one of a kind balance transfer calculator tool. The calculator allowed for transparency and immediacy to put their doubts to rest.





# INTERFACE

Company: Imagination | Year: 2011-2012 | Role: Creative Lead, Design & Finished Art

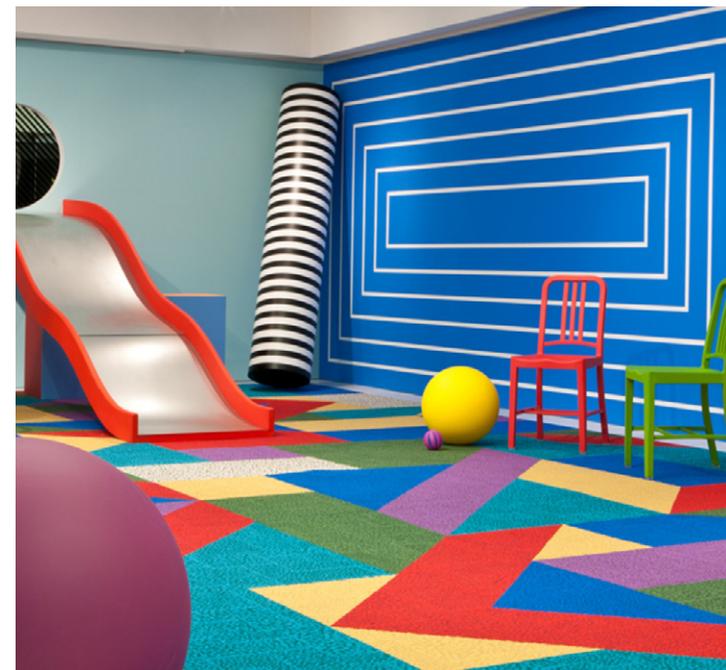


**INTERFACE**  
**PRODUCT  
 BRANDING**

Interface are the world's largest designer and manufacturer of carpet tiles. I was given the opportunity to design the identity of selected product collections. Each have a personality of their own, based on conceptualised themes. All logos are custom designed typography.

**MONOCHROME**

BRAVE • DYNAMIC • SOLID





# ISOWHEY

Company: Imagination | Year: 2011-2012 | Role: Creative Lead, Design & Finished Art

ISOWHEY

# A REAL DIFFERENCE

Achieving and maintaining a healthy weight can be challenging with so many products on the market. IsoWhey had a proven, exclusive formula with real ingredients of the highest pharmaceutical grade quality. The idea was to amplify its real taste and real results. Strategy included launching the campaign just before summer and utilising Westfield traveling activation stands for prospects to try IsoWhey in person. This included large printed walls, banners, posters, DM pieces and print advertising. Zoe Bingley (Nutritionist and Chef) endorsed the products and the graphic expression brought the energy and flavour to life.

**Make a real difference for Unreal rewards!**

**WIN!**

Enjoy these unreal rewards when you order\*

- Grab 3 IsoWhey® in one haul. Receive an extra 10% off your haul.
- Grab 10 IsoWhey® in one haul. Receive an extra 20% off your haul.
- Grab 20 IsoWhey® in one haul. Receive an extra 30% off your haul.

**ISOWEHY®**  
Weight management solutions.  
Real Taste, Real Solution, Real Results.  
isowhey.com.au



IsoWhey Complete® is a low-carb, low-fat, weight management formula boasting 15g of high-quality whey protein per serve. IsoWhey Complete® contains no artificial flavours, colours or preservatives, is low allergenic, and has the following benefits:

- 23 essential vitamins and minerals
- Unique blend of prebiotic fibre Litesse®, prebiotics and digestive enzymes
- Low in sugar, naturally sweetened
- Only 0.8g lactose per serve
- Gluten free

Make a real difference in 2012 with IsoWhey Complete®. Visit [www.isowhey.com.au](http://www.isowhey.com.au) to win a \$1,000 Westfield Gift Card. Simply tell us how you make a real difference to your health in 2012! Terms and conditions apply.

**ISOWEHY®**  
Weight management solutions.  
Real Taste, Real Solution, Real Results.  
isowhey.com.au



# CANONBAH BRIDGE WINES

Company: Wingrove Design | Year: 2008 | Role: Creative Lead, Design & Finished Art



CANONBAH BRIDGE

# WINE REBRAND

'Ram's Leap Wine' was created as the middle class range of the Canonbah Bridge brand. It was to match their cheaper yet highest selling wine, 'Bottle Tree'.



Wine making:  
Fermented in stainless steel tanks to retain its delicate characteristics.

Location:  
Our family vineyard is planted on our 4th generation sheep station, Warren NSW, Australia. We are classified as being on the edge of the Outback. Our dry, warm climate is ideally suited to producing fully ripened fruit.

Chemical free Vineyard:  
No chemicals are sprayed on the vines. Our isolation and dry climate enables us to grow grapes in this manner.

[www.bottletreewines.com](http://www.bottletreewines.com)





# GIANT THINKERS

Personal Branding | Since: 2012 | Role: Author, Blogger, Podcaster & Speaker

**I'VE BEEN  
FEATURED IN:**

**HOW**

**ca**  
Communication Arts

**C R E A  
T I V E  
L I V E**

**Herman Miller**



**news.com.au**

**AIGA**

**GE General Electric**



**SPOKEN AT 55+  
EVENTS WORLDWIDE:**

**CORPORATE EVENTS,  
COMPANIES,  
GRADUATIONS,  
UNIVERSITIES,  
COLLEGES, SCHOOLS,  
CONFERENCES  
AND WORKSHOPS.**



**AUTHORED TWO  
RECOGNISED BOOKS:**

**'HOW TO GET A JOB  
AS A DESIGNER' AND  
'HOW TO GET A MENTOR  
AS A DESIGNER'.**





**APPLE STORE TALK  
SYDNEY, AUSTRALIA**

**100+ ATTENDEES**



**CREATIVELIVE  
SAN FRANCISCO, USA**

**10,000 VIEWERS LIVE / 30+ STUDIO AUDIENCE**



**HERMAN MILLER  
MICHIGAN, USA**

**100+ EXCLUSIVE ATTENDEES**



**BILLY BLUE & CATC  
GRADUATION CEREMONY  
SYDNEY, AUSTRALIA**

**1200+ ATTENDEES**



**AIGA ANNUAL  
DESIGN CONFERENCE  
LAS VEGAS, USA**

**3000+ ATTENDEES**



**EMERGENCE  
CREATIVE FESTIVAL  
WESTERN AUSTRALIA**

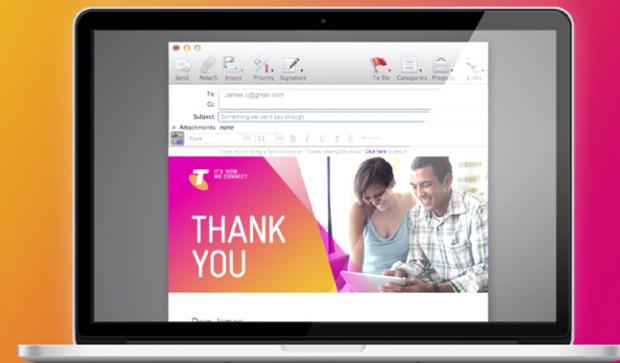
**400+ ATTENDEES**



**CREATOR OF #3  
RANKED PODCAST  
'GIANT THINKERS'  
ON ITUNES**

**FOR THE DESIGN CATEGORY  
IN OVER 5 COUNTRIES.**

**250,000+ ACTIVE  
LISTENERS.**



**YOUNG ACHIEVER  
OF THE YEAR  
SEMI FINALIST**

**FOR NSW,  
AUSTRALIA  
IN 2016.**



**2 X TIME GOLD  
WINNER**

**THE AUSTRALIAN CREATIVITY  
AND EFFECTIVENESS AWARD  
IN 2014 AND 2015 FOR TELSTRA  
AND GOOGLE PROJECTS.**

# PREVIOUS PODCAST GUESTS INCLUDE



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HOST OF DESIGN MATTERS



**VINCE FROST**  
CEO, FROST\* COLLECTIVE



**KELLY SLATER**  
11-TIME WORLD SURFING CHAMP



**NAOMI SIMSON**  
FOUNDER, REDBALLOON



**KEVIN LEE**  
FORMER GLOBAL HEAD OF DESIGN, VISA



**ASHLEIGH AXIOS**  
FORMER CD, THE WHITE HOUSE



**RUSSELL JAMES**  
PHOTOGRAPHER, VICTORIA'S SECRET



**DAVID LEE**  
CCO, SQUARESPACE



**NELSON KUNKEL**  
NATIONAL CD, DELOITTE DIGITAL



**MATT EASTWOOD**  
GLOBAL CCO, MCCANN HEALTH

# PREVIOUS PODCAST GUESTS INCLUDE



**CHASE JARVIS**

FOUNDER & CEO, CREATIVELIVE



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3-TIME OLYMPIC GOLD MEDALIST



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**MICHAEL BIERUT**

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**MATT MULLENWEG**

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