Zlaten del Castillo

Creative Director

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I am a Creative Director with a strong track record leading live and experiential work from brief through delivery. I am hands on, in the room with clients and production teams as much as directing the creative itself, and I am as comfortable contributing to pitching new business as I am executing it once it is won.

Before moving into Creative Direction, I worked as a VFX Supervisor, on set and in charge of a team, which means I understand technical execution well enough to know when a technology choice is genuinely serving the concept, and when it is just noise.

Over seven years as a freelance Creative Director, I have worked with UNIT9, FutureDeluxe, Squint/Opera, Realise, and Atlantic Productions across clients including Samsung, Apple, Verizon, Mastercard, Riot Games, Nike, Vogue, and HelloFresh. I have built and managed freelance creative benches project to project: architects, light designers, choreographers and musicians, developers, animators and VFX teams, art directors, spatial designers, and creative technologists. Sourcing the right specialists, briefing them clearly, and holding one idea across every discipline through to delivery.

SELECTED WORK

2026

Bring Back Dinnertime via Realise Live for HelloFresh

Creative Director, concept through delivery · Natural History Museum, London

The challenge: give HelloFresh a standout family activation inside the NHM London, without turning food provenance into a lecture.
The solution: build a physical toy farm inside the museum, where harvesting an ingredient unlocks its story and completing the dish on an interactive kitchen closes the loop, the educational layer is integrated in the interactions, families discover it by doing it.

Concept to delivery in six weeks.

2021

Battle of Baron via UNIT9 for Riot Games

Creative Director · Global launch of Wild Rift

The challenge: launch Wild Rift globally in a way that any fan, anywhere, could join with zero friction, honouring one of League of Legends' most loved characters.
The solution: turn YouTube's own comments into the multiplayer interface itself, so the barrier to entry disappeared entirely and it could be accessed from anywhere.

50,000 simultaneous players. 1.65 million comments in ten minutes.

2023

The Met Replica via UNIT9 for Verizon

Co-Creative Director with Veronika Watson-Kuc · The Metropolitan Museum of Art, New York

The challenge: bring younger audiences into The Met and seamlessly integrate a playful educational layer. The solution: build an AR scavenger hunt within the walls of The Met, and a parallel digital museum in Roblox, so discovering physical artefacts unlocks their match in the game, turning exploration of the real collection into the experience itself.

1.4 billion impressions. 200,000 new museum visitors. 35% increase in foot traffic.

2024

The Movement of Design via FutureDeluxe for Samsung and Vogue

Creative Director · New York Fashion Week

The challenge: give Samsung and Vogue a Fashion Week moment that felt intimate rather than another branded spectacle to walk past.
The solution: turn guests into the artists. An emerging fashion designer's own motifs became gesture-controlled brushes on a large LED canvas, so visitors created the work themselves, then sealed the moment with the Samsung Galaxy AI capabilities.

EXPERIENCE

2018 to Present

Freelance Creative Director

From pitch to delivery, I develop the concept, translate it into creative direction across the full production, present the thinking directly with clients, and set the creative and technical standard the team works to. Recent production partners: UNIT9, FutureDeluxe, Squint/Opera, Atlantic Productions, Realise Live.

2017 to 2018

Creative Producer UNIT9

Production team lead on CG and VFX projects. Creative team setup, post-house and third-party studio management, client communications.

2015 to 2017

Lead VFX Supervisor UNIT9

Part of the founding management team for UNIT9's internal post house. Built and scaled the team, developed the pipeline, handled on-set and in-studio supervision.

2014 to 2015

VFX Supervisor Fgreat Studio

On-set VFX supervision, pipeline development, and 3D generalist work.

2010 to 2014

Art Director Freelance and Casa de América, Madrid

Motion graphics, graphic design, and large-format pre-press for cultural institutions and commercial clients.

AWARDS

Clio Awards 5x Gold, 3x Silver, 1x Bronze
The One Show 1x Gold, 1x Silver, 2x Bronze
Art Directors Club 2x Gold, 4x Silver
Cannes Lions 5x Shortlist
Webby Awards 3x Winner, 1x People's Voice
Shorty Awards 5x Winner, 3x Gold
FWA 5x FWA of the Day
AdAge Best Partnership,
Drum Best Tech-led Innovation

CAPABILITIES AND TOOLS

Disciplines — Creative Strategy · Interactive Experience Design · XR / AR / VR / Mixed Reality · Spatial Computing · AI Tools Integration · Game Design · CG and VFX · 3D Visualization · UX Design · Pipeline Design

Tools — Maya · Figma · Photoshop · Illustrator · After Effects · Premiere · InDesign · Nuke · AI Tools · Jira · Ftrack · Google Suite

EDUCATION

2013

VFX Technical Director Escape Studios, London

One of the most intensive and respected VFX production programmes in the industry. Covered on-set supervision, pipeline architecture, and advanced 3D production.

2007 to 2010

BA Design and Visual Communication IED Madrid

LANGUAGES

Spanish Native
English Full Professional (C1)
French Working (B2)