

GERALD SANCHEZ CASTRO

Graphic Designer • Illustrator • Creative



**PLUG IN
TO
GO ALL
OUT**

Consumer Audio HD 560 S Headphones
Discover the potential of audio, order now at www.sennheiser.com

Noise inspires.  **SENNHEISER**



**LET THE NOISE
EMPOWER YOU**

Getting music to play, *your way*

Ever had that rush of motivation after listening to one of your favorite songs? It's a special feeling to be able to listen to something that changes our state of mind. How would it feel to listen to in high quality? Sennheiser works to provide quality audio equipment to help consumers like you strive to do their best everyday. Whether it's for plugging into a study session, going out or simply want to listen to something in style, Sennheiser has what you need to get it going.

*Discover the potential of audio with our products today
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Noise inspires.  **SENNHEISER**

**Sound waves in
your direction**



Quality audio to power your day

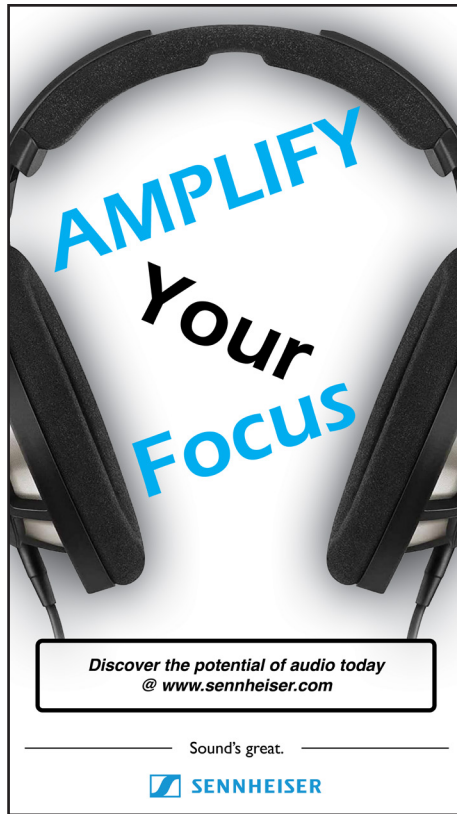
The music we hear can make us feel many different emotions. Joy. Sad. Calm. Motivated. Inspired. Imagine what it sounds like at its full potential. Whether it's jamming out to the tunes you so love or want to block outside noise for a good work session, Sennheiser has you covered. Just as we aspire to provide the best available audio equipment out there, we want to support your ever going drive to grow with effective and long-lasting audio tools.

Discover the potential of audio with our products today @ www.sennheiser.com

Noise inspires.  **SENNHEISER**

Sennheiser Mockup Advertising Campaign

A class project that focused on print and outdoor advertising for the brand Sennheiser. The goal was to produce diverse genre of advertisements that were in line with the original brand tone of voice. They largely experimented with visual imagery and clever copywriting. Alongside original ad concepts, mockups are also included for further visual clarity and understanding of what it would look like out in the real world.



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Focus

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Sound's great.  **SENNHEISER**



DO YOU NEED A HAND?



We're here to help!

Harvest Compassion Center is a non-profit local food and clothing bank attentive to the needs of struggling individuals and families in the Phoenix area. We believe everyone deserves to have food, clothes and other essentials to get by. If you or anyone you know happens to be having a difficult time meeting ends, look no further than our humble organization. We want to assist your endeavors to support yourself and get back on your feet.

Don't be afraid to ask for help, visit one of our locations on available days!

SHOPPING HOURS AND DAYS MAY VARY BY LOCATION

Learn more @ harvestcompassioncenter.org



YOUR NEEDS DESERVE TO BE MET

Learn more @ harvestcompassioncenter.org




KINDNESS STANDS OUT



Learn more @ harvestcompassioncenter.org



Harvest Compassion Center Set

Three distinct types of advertisements created for the volunteer non-profit organization Harvest Compassion Center. Specifically, a print, outdoor and guerilla ad respectively. I focused on conveying the very empathetic and caring nature that the organization stands for to craft an appealing set of marketing materials. The end result is a display of varied composition and visual element organization.



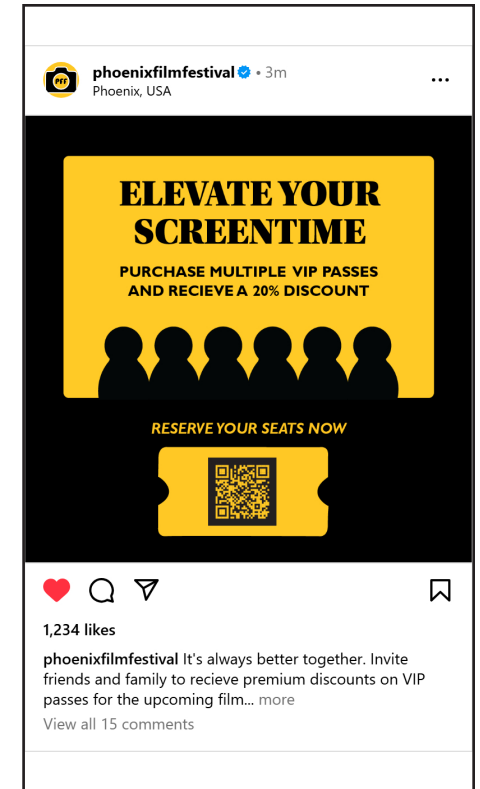
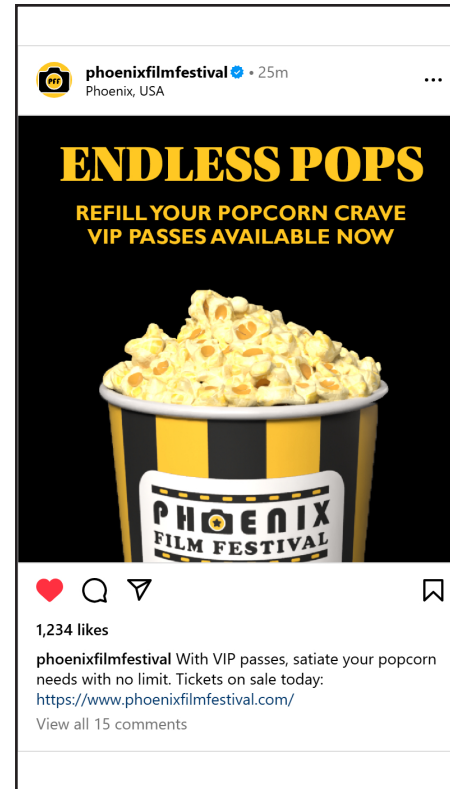
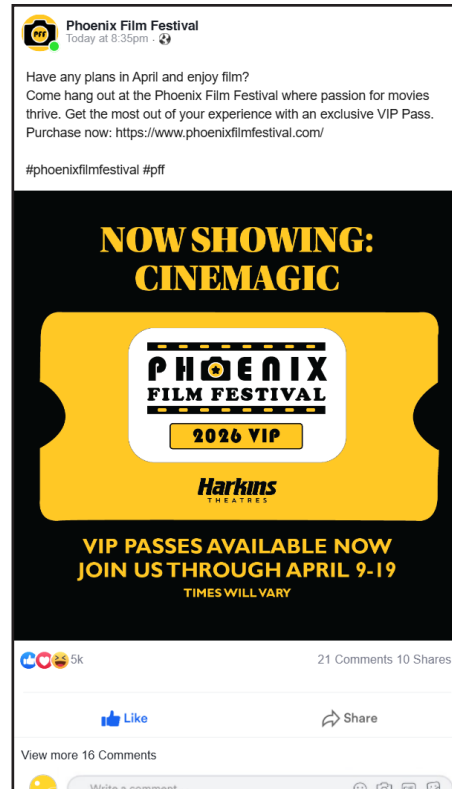
FAB on the Fly | Mobile Veterinary Mockup

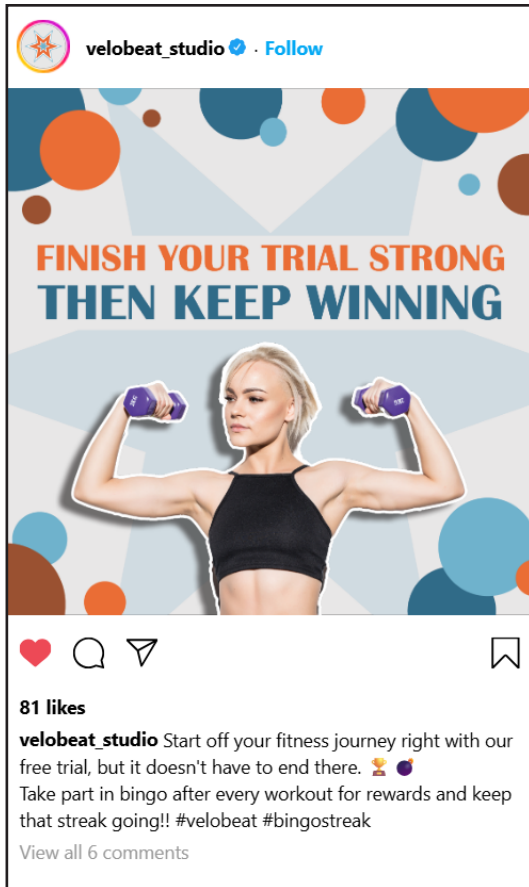
A fun marketing class project created with only a creative brief to go off, making most of it entirely original including logo and advertising assets. FAB on the Fly is meant to be a friendly and caring service to fit into the lives of pet owners. To establish appeal, I was tasked with crafting a business card, mobile truck design art and a sandwich board composition as seen here.



Phoenix Film Festival Advertising Set

A class project challenging me to rebrand the existing concept of the Phoenix Film Festival. An all new logo and creative assets were established to be included across a poster, billboards, social media advertising and physical merch. It is overall an advertising campaign that focused on distinct and cohesive visual design to fit the theming of film culture to encourage audiences to come and attend the event.





Velobeat Studio Advertising Set

A class project encompassing fictional brand Velobeat Studio into an advertising campaign that encouraged more participation and motivation for exercising. Key themes were a positive, inspiring tone of voice and rewards for consistent participation. The design work showcases originality in logo design and compositions for three distinct types of ads; social media, digital and print marketing.

COME TOGETHER. STAY TOGETHER.



Welcome to The Home Dome, where socialization sparks. A location built to make lasting connections and find the people who speak your language.

Get involved in existing events and groups or start your own today at Homedome.org

Find home in community.



LET THE GOOD TIMES FLOW

Are you looking for the perfect place to host a community event? Look no further than The Home Dome, a previously abandoned high school building now renovated to suit various purposes. Our flexible environment features rooms to house many activities such as private meetings, book clubs, game nights or support groups. What will you host?

Discover more and book your event today @ www.homedome.org

Find home in community.



BOOST YOUR SPIRITS

Following the Lord is easier when you have a place and community to guide you. The Home Dome is the perfect opportunity to engage further in your faith and spread the word of the Bible with others. Join existing groups or create your own in aspiration to permeate love and find eternal peace in Christianity.

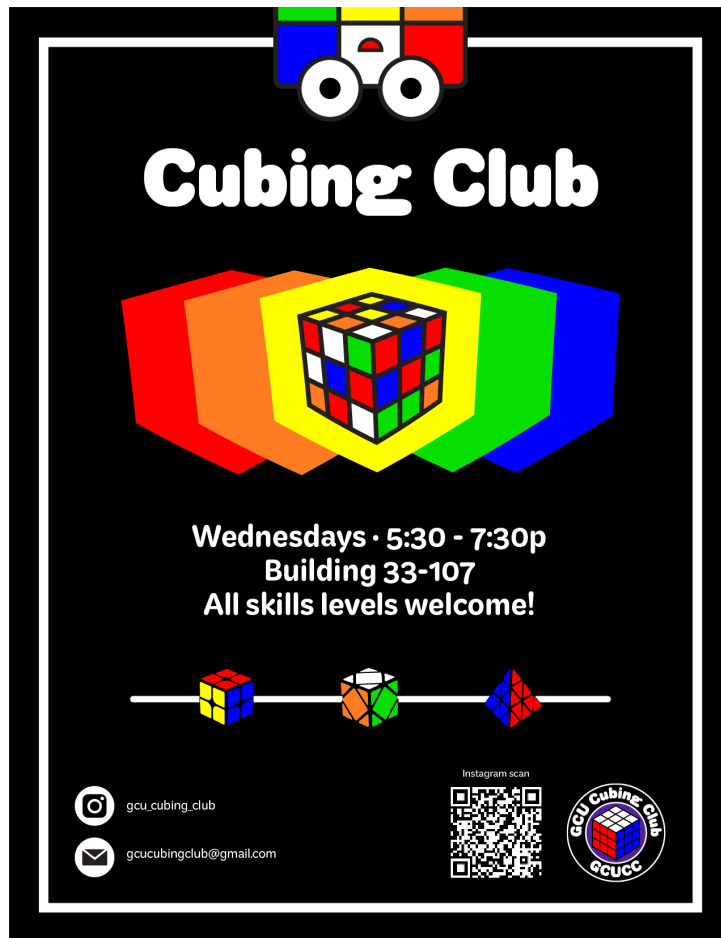
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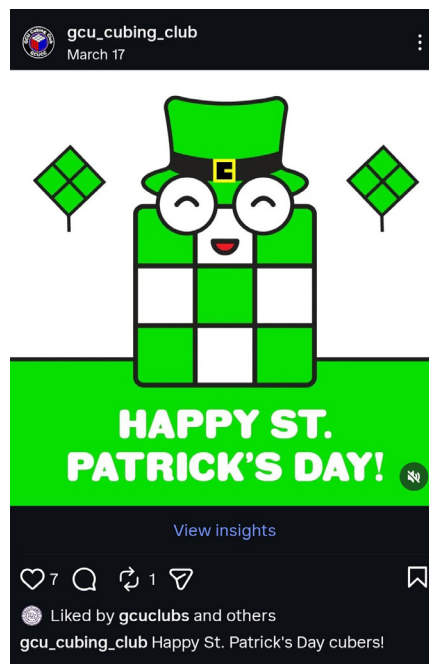
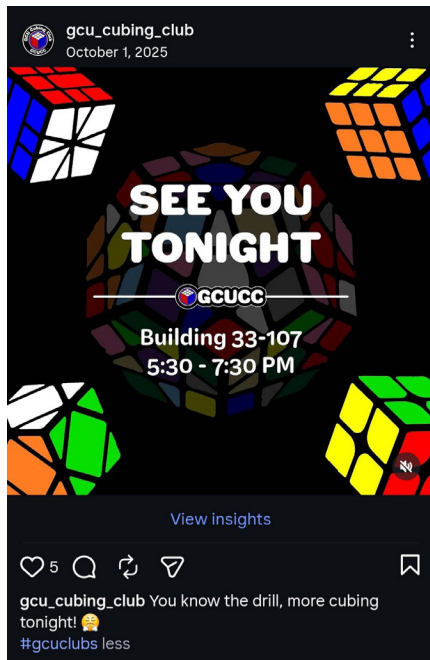
The Home Dome Advertising Set

The Home Dome is a class project crafted from a previously orchestrated creative brief for a new community center. Creative elements featured are an original logo, copywriting and digital advertisement compositions. Main ideas revolve around seeking an audience that desires companionship through a cool color scheme and gentle copywriting for concentrated appeal.



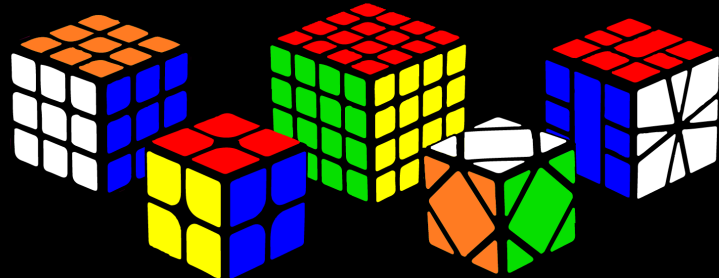
GCU Cubing Club Promotional Materials

My time designing for GCU's Cubing Club came about on a whim as a sort of internship request by my dear friend to continue fleshing out what she had started. In this project, I explore creating posters, flyers and social media posts with both original and existing design elements. The intent behind the work was primarily to encourage active participation in the club, promote associated events and invoke fun personality.



LOPES UP AZ 2026

Cubing Competition



February 8th, 2026

8am - 5pm · Antelope Gym

Building 22

FREE REGISTRATION FOR GCU STUDENTS!
REGISTRATION AVAILABLE ONLINE + ON SITE

 gcu_cubing_club
 gcuclubingclub@gmail.com

SCAN TO REGISTER



 x 



GCU Cubing Club is once again proud to partner with the World Cube Association for a second competition on campus. Participants and spectators alike are all welcome to witness the magic!



SONY PlayStation 5 Marketing Poster

I've grown up enjoying video games as a hobby for as long as I can remember, and so when the opportunity came I took a shot at making a poster for a notable brand for a class project. The main focus was on creating unique typography beyond just color fill and boldness. I experimented with bevel and emboss, as well as image filtering to create fun type included among a fun composition promoting PlayStation's hit game "Astro Bot."

TIME WAITS FOR NO ONE

Let's capture it before it's too late.



Leave a lasting impact..

Passing down one's life story has never been easier. Gift them your life story before it ends up in neverland!

At Go & Shepherd, we'll highlight key moments from childhood, schooling, work, church, marriage, children and more. A photo gallery will also be included. From there we'll take your story and put it into a nice booklet format that will adorn any coffee table!

Your loved ones will cherish it for a lifetime.

This package includes 3 booklets, however more copies can be obtained at an additional cost. Fast turn around too!

Starting at \$399

That's savings of 33% of the original price!

Don't wait, let's get started!

Got questions? Reach out for a no cost consultation.
 VISIT: www.goandshepherd.com
 CALL: (512) 538-3413
 E-MAIL: kimberlysmith397@gmail.com




Go & Shepherd Productions Marketing Flyer

While volunteering at my local food bank, one of the clients there gave me a wonderful opportunity to design for their small business, Go & Shepherd, centered around ghost writing for families. I was tasked with creating a flyer that promoted their newest service while embracing the already established brand visual style and tone of voice. A collaborative effort between the owner and my developing design and marketing skills.



Starpop Lemonade Social Advertising Set

Starpop Lemonade is a fictional brand created within a class project to develop social media advertising fundamentals. The idea came from two of my favorite things, stars and lemonade, combined into one to create an appealing brand. The project features an original logo design and varied mockup social media copywriting and imagery across Instagram and X (formerly known as Twitter).

