



ANTONIO J. PÉREZ CASTELLANOS

CREATIVE DIRECTOR

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With **11+ years of experience** leading visual design in the esports and sports industries, I specialize in transforming brand concepts into high-impact digital realities. As a key force on the GIANTS creative team, I deliver end-to-end solutions spanning core branding, social media campaigns, merchandise, and live presentations.

In parallel, I operate as a freelance designer, collaborating independently with top-tier brands like **Real Betis Balompié, Kappa, DRIFT, and the FFRM**, frequently conducting comprehensive **brand audits to identify areas for improvement, strategic shifts, and identity needs**. Driven by a passion for the industry, I also connect with the next generation of talent through live talks and lectures at universities and design schools, always bridging technical expertise with a strategic vision to elevate brand value.

SELECTED PROJECTS

Watch full project ↗



Graphic Design Media Campaign Photography Product

Watch full project ↗



Graphic Design Product

Watch full project ↗



Graphic Design Media Campaign

Watch full project ↗



Branding Graphic Design Media Campaign

MY EXPERIENCE

Lead designer

January 2017 - Current

GIANTX



➤ Lead Designer responsible for shaping and evolving the club's **visual identity across digital content, social media, broadcasts, events, and apparel**. Leading creative projects from concept to execution, managing multidisciplinary teams of designers, editors, photographers, and external collaborators to deliver impactful campaigns and brand experiences.

Specialized in apparel and sportswear design, overseeing the entire creative process behind the club's textile collections — **from concept development, kit design, and pattern direction to campaign production, launch strategy, and final product supervision**. Working closely with suppliers and manufacturers to ensure quality, innovation, and consistency across every release.

Over the years, **I've directed large-scale creative productions, developed branding systems, supervised content pipelines, and coordinated projects involving teams of 5–10+ people**, always ensuring high creative standards and strong visual consistency.

As Event Manager, **I've also led the creative direction and on-site coordination for major gaming and esports events such as Gamergy, Barcelona Games World, and Gamepolis**. My role included designing activations and experiences, planning event strategies, coordinating staff and schedules, and developing engaging activities to strengthen the club's presence and audience connection during live events.

Freelance

January 2011 – Current



➤ Personal brand responsible for carrying out 360° campaigns through the different media to which the target audience of the client is exposed.

Collaborations with **ESL Spain, one of the biggest national leagues in Esports**; Fun & Serious, one of the largest events in the country held in Bilbao (Spain) And for the City Council of Jumilla, hometown, where I developed several activations and the campaign: "Jumill@ connect".

Special mention to the **Football Federations of Spain and the Region of Murcia**, such as the close collaboration with **Real Betis Balompié and Kappa where we developed an exclusive third game kit for the Club**. In the Product Design part I have been able to collaborate with some major brands; **Horizon Sport Wear where I designed a collection of cycling and triathlon clothing**. I also collaborated with Valk Gaming, one of the leading brands in Spain of gaming chairs where I designed the entire range of chairs and DRIFT where to **design an exclusive two chairs for Real Betis Balompié**.

Project leader

May 2013 – January 2017

PAIN GAMING



➤ Project leader since June 2011. **Responsible for the strategy, operations and corporate image of the Club. Approach, management and development of projects in national and international events**. Search for new business channels with previous development work and management of new sponsorship plans.

In 2016, the **Atlas Informática group acquired ownership of the project in its entirety**. From this moment I held the position of Director of Operations of the Club.

Graphic designer

Jan 2011 – December 2012

ESL SPAIN



➤ Started my journey in esports design at ESL, one of the world's leading esports companies, where I worked on visual content for international tournaments, leagues, and competitive gaming events.

During my time there, **I created digital assets for social media, broadcasts, live events, promotional campaigns, and branded content across multiple esports titles like Call Of Duty**. Working in such a fast-paced environment helped me develop strong skills in visual communication, adaptability, and creating impactful designs under tight deadlines.

It was a key stage in shaping my creative style and understanding how design can elevate the experience of esports and entertainment brands.

PARTNERS



Real Betis



Football Federation of Región de Murcia



Kappa



Spanish Football Federation



Horizon



DRIFT

[Watch media](#)

[Watch full project](#)

SOFTWARE



Photoshop



Illustrator



Lightroom



InDesign



AI Friendly



Clo3D



Notion



Wordpress

LANGUAGES & OTHERS

Spanish

Native



Driving License



Available for remote work

English

B2



Geographic flexibility



Immediate incorporation

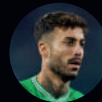
REFERENCES



Juan José Boronat

COO in ESL Entertainment, S.L

Antonio was in ESL one of the most committed graphic designers and those who most wanted to constantly learn new techniques. In esports it is necessary to know how to move well outside your comfort zone to continue evolving, Antonio demonstrated a great capacity for adaptation and desire to assume new responsibilities and challenges.



Víctor Camarasa

Professional football player

I met Antonio thanks to his love for soccer and we worked hand in hand to create my own brand; VC8. He knew how to capture each and every one of the concepts that he wanted to transmit through my personal brand. Antonio is a committed person showing me the process step by step and working as a team. Now we continue to expand the brand to make it a benchmark brand in the sports sector.



Alejandro Martínez García

Community Manager in FFRM

Antonio and the FFRM joined their paths thanks to the commitment to innovation on the part of the Federation, to the excellent design and creativity on the part of Antonio, and to the passion for football on the part of both.

Working hand in hand has been very easy. During this period, the result of the joint work has been the expected one marked by several common denominators: quality, effort, respect, work and professionalism. Meeting deadlines with the precise quality has been the trend, for this reason, we will continue working on future projects linked to the recently renewed FFRM brand.