

professional experience

- 3 \ 2011 **Spring Design Partners \ New York City.**
10 \ 2010 As a creative director I lead and manage the creative department in the development of Visual Strategy which is in turn implemented onto brand positioning, identity design and packaging. I am involved in all creative presentations and in all creative related communications with clients such as Bacardi Company, Kraft Cheese, Planters, and Molson Canadian among others.
- 9 \ 2010 **G2 Branding and Design \ New York City.**
6 \ 2004 As a creative director I lead and manage a team of art directors, graphic designers, industrial designers and film makers all focusing on brand identity and all brand touch points, such as direct mail marketing, advertising, packaging, online and alternative channels, consumer in-store and out-of-store experiences, etc. I am involved in all creative presentations and in all creative related communications with clients such as Imperial Tobacco, Pantone, Trinity Church of Wall Street, Pizza Hut International and The Coca-Cola Company among others.
- 5 \ 2004 **Cornerstone Strategic Branding \ New York City.**
10 \ 2000 As an senior designer I developed brand identities for Perrier's Dear Park water as well Salem and Winston brands. I also lead and managed a team of graphic designers, one industrial designer and a production team who focused on the creation of advertising campaigns, promotional retail and direct mail programs for Winston. Designed Nascar Winston Cup trophies and other track communication components as well as environmental graphics and special event spaces. I was also involved in the initial development of naming, packaging, retail and environmental graphics for Marshall McGearty Tobacco Artisans, a R.J. Reynolds concept tobacconist store in Chicago.
- 8 \ 2000 **The Design Associates \ Tokyo.**
3 \ 1997 As a designer I developed corporate identities for clients such as Calpis Corporation, Sogo Keibi and Zeria Pharmaceuticals. I also participated in the development of packaging for clients like Shiseido Cosmetics, JT Beverages, Sapporo, Sony and Konica among others.

education

- 1994 to 1996 **Art Center College of Design \ Pasadena, California.**
Graduated with Honors. Bachelor of Fine Arts in graphics and packaging design.
- 1991 to 1994 East Los Angeles College \ Los Angeles, California.
- 1988 to 1991 Colegio de Ciencias y Humanidades \ Mexico City.

computer skills Macintosh proficient in the following programs: above average skills in Adobe Illustrator, Photoshop and InDesign.

languages Spanish, English, and intermediate Japanese.

passions Ceramics. Bread making. Documentary photography (hibos.com). Traveling this small world. Five-hour-long diner with friends. Cooking.

references "I've had the pleasure of working with Pablo at two different agencies and he would be the first person in line if I were looking to hire a worldly, strategic and inspired creative mind. He has the coveted combination of top-notch client service and brilliant ideation/execution. He is a collaborator, a leader and someone who will make your agency culture that much richer and more rewarding."
—Robert Zajac, Sr. Director, Digital Marketing at ESPN

"Incredible creative talent, passion for the goal and project accountability are three of the most important concerns for any ECD when building a great department. Pablo, time after time, never failed to deliver all three 24/7. And yes, I do mean 24/7. A true asset and an awfully nice guy."
—Victor Mazzeo, Owner/President of Outernational, Inc.

"The magnitude of Pablo's talents are beyond description. His ability to think strategically and marry it to spot-on creative solutions is stellar. And besides his sharp mind he is a lovely human being who brings his love of travel and cultures into his work with a worldly sophistication. Anyone who hires Pablo gets an enormous package of style, smarts, a natural curiosity and superior talent in every way - from print to web to packaging to display work and it goes on from there. His conceptual ability is vast and is only matched by his seamless execution which is always organized, thought-out, pragmatic and on time and on budget. He is grace under pressure personified as well as a superior manager and inspiration to those he supervises. I can only hope Pablo finds a position that allows his skills to shine."
—Leslie Singer, Co-Founder, Chief Creative Officer, HS Dominion, hired Pablo more than once.

"In the 40 odd years I have been in the communications business, Pablo is one of the most responsible, talented and dedicated professionals I had the pleasure to come across."
—Kurt Haiman, Retired/Founder of G2 Worldwide, a WPP company.

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awards

- 2009 **Graphis Design Annual - Gold Award**
Pantone Goe System
- 2008 **Chicago International Housewares Show - Design Defined Honoree**
Perf Go-Green Packaging
- Creativity 38 Annual Awards**
Pantone Goe System – Platinum Award. Retail Packaging.
Pantone Inspiration Catalog – Gold Award. Direct Mail, Single unit.
Trinity Wall Street – Gold Award. Logos & Trademarks.
Pantone Goe Poster – Silver Award. Catalog, Consumer.
Pantone Inspiration Catalog – Silver Award. Catalog, Consumer.
Perf Go-Green – Silver Award. Retail Packaging.
Pantone Fashion Ad/ Postcard – Winner. Magazine ad, Consumer, Single unit.
- Graphic Design USA**
Pantone Goe System - American Inhouse Design Awards Certificate of Excellence
- Graph Expo - Encore Still Worth-a-Look Award**
Pantone Goe System
- 2007 **Creativity 37 Annual Awards**
Linden78 Campaign – Silver Award - Corporate Identity Program, Campaign
- Graph Expo - Must See 'ems Award**
Pantone Goe System
- 2004 **Creativity 34 Awards**
Winston brand identity manual, R.J. Reynolds Tobacco Company
- 2002 **Creativity 32 Awards**
Winston Cup Top Ten Driver Trophy, R.J. Reynolds Tobacco Company
Winston Evo Flask brand retail POS system, R.J. Reynolds Tobacco Company
- American Graphic Design Awards**
Deer Park spring water, Nestlé Waters North America (Best redesign)

guest speaking

- 2008 **International Home + Housewares Show \ Chicago.**
After working on the packaging for the first mass produced biodegradable trash bag, I was invited to represent G2 at the trade show's Green area, a section of the trade show dedicated to educate visitors on the environmentally sustainable products and new technologies available at the show.
- 2006 **Color Association of the United States \ New York City.**
2006 Color & Design Symposium: Color Crossings.
At this symposium I gave a presentation on the increase of global color awareness, the effect this has on our color perceptions and how this is re-defining the way we approach color in the world of branding and design.
- 1999 **Kanazawa International Design Institute (KIDI)-Parsons School of Design | Kanazawa, Japan.**
Affiliate school for Parsons School of Design, KIDI specializes in product and graphic design. Two day event in which I lectured students about the reality of design business in Japan and criticized a collaborative project between product and graphic design department.

exhibitions

Photography: Creativelab \ Send Help Exhibit \ Brooklyn, NY
Photography: The Belskie Museum of Art and Science, Closter, NJ
Design: The Art Director's Club \ G2 Summit \ New York City
Video: Instigator Gallery \ Meatmarketmagazine \ Williamsburg, New York.
Design: Williamson Gallery \ Art Center College of Design \ Pasadena, California
Drawings: Gregory Price Gallery \ ELAC Community College \ Monterey Park, California.

publications

United States: Communication Arts, Graphis Design Annual, Time Out NY, Graphic Design USA
Korea: Off magazine, New York issue.