

Patrick Piña

Creative Director | Omnichannel Brand & Creative Leader



San Diego, CA | 619-708-4652



pinadesign.com



patrick@pinadesign.com



linkedin.com/in/patrickpina

CREATIVE LEADERSHIP PROFILE

Creative Director with 20+ years of experience building brands, scaling creative organizations, and leading omnichannel marketing initiatives that translate business strategy into compelling customer experiences. Recognized for launching Blanchard's first Creative Services department, leading the transformation of a 45-year global brand, and developing scalable creative systems that increased production capacity by more than 50% and reduced turnaround by 30% during the organization's rebranding. Combines strategic leadership with hands-on creative execution across retail, digital, packaging, experiential marketing, integrated campaigns, and visual storytelling. Passionate about mentoring creative talent, improving creative operations, and building brands that foster meaningful customer connections.

BUSINESS IMPACT

- **Built Blanchard's first Creative Services organization**, transforming creative from a production function into a strategic business partner supporting Marketing, Product, Sales, Executive Leadership, Learning & Development, and more than 30 global partners.
- **Directed the transformation of a 45-year global brand** across digital marketing, executive communications, conferences, integrated campaigns, experiential marketing, and customer engagement.
- **Increased creative production capacity by more than 50%** while reducing turnaround time by 30% through Agile workflows, reusable design systems, and AI-enabled creative processes.
- **Reduced creative revision cycles by 40%** through enterprise brand governance, modular creative assets, and scalable self-service marketing resources.
- **Managed governance for more than 2,000 enterprise brand assets**, strengthening consistency and global brand adoption.
- **Negotiated agency and production partnerships** that reduced creative production costs by 15–20% while improving quality and delivery.
- **Directed award-winning experiential marketing** recognized with ATD International Expo Best Booth and Best Island Booth Awards.

BUILDING BRANDS & CREATIVE TEAMS

BLANCHARD

Creative Director, Creative Services & Marketing | 2022–2025

Built an Internal Creative Agency

Recognized an opportunity to transform creative into a strategic business function by proposing and launching Blanchard's first Creative Services organization. Built an in-house agency that unified brand governance, integrated marketing, and creative execution while supporting enterprise-wide growth.

Brand Transformation

- Led the enterprise-wide transformation of Blanchard's 45-year brand across websites, digital marketing, advertising, email, conferences, executive communications, sales enablement, experiential marketing, and customer engagement.
- Directed the strategy, branding, and launch of the Blanchard Institute, creating a scalable visual identity supporting nonprofit growth.
- Developed enterprise brand standards, design systems, governance, and creative templates that ensured consistency across every customer touchpoint.
- Partnered with executive leadership, marketing, product, sales, and learning teams to align creative strategy with business objectives.

Omnichannel Marketing

- Directed integrated campaigns spanning websites, landing pages, email marketing, webinars, digital advertising, social media, executive presentations, conferences, environmental graphics, print, and customer communications.
- Collaborated across Marketing and Product teams to launch customer-focused campaigns supporting acquisition, engagement, and retention.
- Balanced strategic creative direction with hands-on execution in Figma, creative development, wireframing, presentation design, and campaign production.

AREAS OF EXPERTISE

Brand Leadership

Creative Direction • Brand Strategy • Brand Identity Systems • Brand Storytelling • Art Direction • Visual Identity • Brand Governance

Consumer Marketing

Omnichannel Marketing • Retail Marketing • Packaging Design • Product Marketing • Consumer Engagement • Campaign Development • Experiential Marketing

Digital & Creative

Integrated Marketing • Website Design • Landing Pages • Email Marketing • Social Media • Visual Storytelling • Photography Direction • Figma • Adobe Creative Cloud

Creative Operations

Creative Operations • Design Systems • Creative Production • Agency & Vendor Management • Workflow Optimization • Digital Asset Management • AI-Enabled Creative Processes

Leadership

Creative Team Development • Executive Partnership • Cross-functional Collaboration • Creative Coaching • Stakeholder Management • Business Strategy

SIGNATURE BRAND TRANSFORMATIONS

Blanchard Enterprise Rebrand

Modernized a globally recognized 45-year brand by developing scalable identity systems, enterprise design standards, and integrated marketing assets that unified customer experiences across digital, experiential, executive communications, conferences, sales enablement, and customer engagement.

Results

- Built Blanchard's first Creative Services organization.
- Increased creative capacity by **50%**.
- Reduced turnaround time by **30%**.
- Reduced creative revisions by **40%**.
- Managed **2,000+** enterprise brand assets.
- Supported marketing initiatives across **70+ countries**.



Creative Operations

- Directed more than 80 concurrent creative initiatives while improving quality, consistency, and speed across the organization.
- Increased creative capacity by over **50%** while reducing project turnaround by **30%** through workflow optimization, reusable design systems, AI-assisted production, and Agile planning.
- Reduced creative revision cycles by **40%** through improved governance, standardized assets, and scalable self-service creative resources.
- Managed agency partnerships, photographers, videographers, production vendors, budgets, and digital asset management supporting global marketing initiatives.

Team Development

- Built and mentored multidisciplinary creative teams consisting of designers, project managers, agencies, freelancers, photographers, videographers, and production vendors.
- Fostered a collaborative, high-performing creative culture focused on innovation, accountability, coaching, and continuous improvement.
- Served as a trusted creative advisor to executive leadership, translating business strategy into engaging customer experiences.

THE KEN BLANCHARD COMPANIES

Senior Graphic Designer | Design Team Lead | 2005–2021

Expanded an Enterprise Brand

Partnered with executive leadership, marketing, product, sales, and learning teams to develop integrated campaigns and customer experiences supporting enterprise clients in more than 70 countries.

Omnichannel Campaigns

- Directed creative development for integrated campaigns spanning websites, landing pages, email marketing, presentations, social media, conferences, digital advertising, experiential marketing, executive communications, and sales enablement.
- Produced websites, digital campaigns, product launches, executive presentations, white papers, reports, eBooks, infographics, and customer-facing marketing assets.
- Designed award-winning conference branding, exhibit environments, environmental graphics, promotional products, and immersive customer experiences.

Brand Systems

- Built reusable design systems, PowerPoint libraries, publication templates, campaign assets, and creative standards that improved production efficiency by more than **25%**.
- Simplified complex leadership concepts into engaging visual storytelling that strengthened customer understanding and brand engagement.
- Collaborated with executives, marketers, product managers, developers, UX professionals, photographers, writers, and agencies to deliver cohesive brand experiences.

Creative Production

- Directed photography, print production, vendor relationships, manufacturing coordination, quality assurance, and production from concept through delivery.
- Supported award-winning digital learning initiatives recognized with a Brandon Hall Gold Medal.
- Partnered with manufacturing vendors to ensure accurate prepress, offset printing, digital printing, quality assurance, and production execution.

Production Manager | 2003–2005

- Led and mentored a 12-person production team supporting high-volume print and digital customization projects.
- Directed workflow planning, production scheduling, quality assurance, vendor management, manufacturing coordination, and resource allocation while maintaining approximately **65% billable utilization**.

PONY EXPRESS CREATIONS

Graphic Designer – 2002–2003

Built Consumer Brands at Retail

- Designed nationally distributed consumer packaging, catalogs, promotional products, and branded marketing collateral.
- Developed packaging concepts, custom dielines, production-ready artwork, and manufacturing files from concept through press.
- Created logos, product branding, and packaging graphics; produced advanced photo retouching, color correction, and print-ready artwork for consumer products.

CREATIVE TOOLKIT

Creative

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat, Express), Figma, Canva, PowerPoint

Marketing & Operations

WordPress • Kentico • Marketo • Eloqua • Mailchimp • Brandfolder • Uberflip • Asana • Microsoft 365 • Google Workspace • MarcomCentral • ScreenCloud • QRCode Generator

Artificial Intelligence

ChatGPT • Adobe AI • Brandfolder AI • Asana AI

RECOGNITION

ATD International Expo Best Booth Award
 • ATD International Expo Best Island Booth Award
 • Brandon Hall Gold Medal • B2B Brand of the Year Finalist

LEADERSHIP & COMMUNITY

Leadership Development

SLII® • Coaching Essentials® • Conversational Capacity® • Team Leadership • Leadership Point of View™ • Building Trust®

Community Leadership

Director, Empower Language Academy Board

Treasurer, High Tech Middle Parent Association

Former Board Member, Life Coaching 4 Kids

Former Workplace Ambassador, Movember Foundation

EDUCATION

Graphic Communications

San Diego City College