



Patrick Piña

Senior Creative Lead | Brand Systems & Visual Execution

Portfolio: pinadesign.com | LinkedIn: [linkedin.com/in/patrickpina](https://www.linkedin.com/in/patrickpina)

+1 (619) 708.4652 | patrick@pinadesign.com

SELECTED IMPACT

- Reduced creative turnaround time by 30% through workflow improvements.
- Supported 50% increase in marketing demand during the enterprise rebrand.
- Maintained brand consistency across high-volume requests and multi-channel initiatives.
- Contributed to award-winning experiential environments.
- Improved delivery speed through scalable templates and campaign systems.

CORE STRENGTHS

Hands-On Creative Leadership

- Integrated Campaign Execution
- Executive Presentation Design
- Experiential & Environmental Design
- Visual Storytelling

Brand Systems

- Design Systems & Templates
- Multi-Channel Consistency
- Brand Standards Application

Operational Excellence

- Workflow Optimization
- Digital Asset Management
- Agile Creative Delivery
- Vendor Coordination

SUMMARY

Senior creative lead with 15+ years delivering high-impact brand and marketing work within complex B2B environments. Known for translating strategy into clear, scalable creative across digital, print, experiential, and executive communications. Combines hands-on design execution with team leadership and operational discipline — helping organizations move faster without sacrificing brand integrity. Trusted partner to marketing, product, and leadership teams to bring clarity to complex ideas through effective visual storytelling.

EXPERIENCE

Creative Director | Creative Services Lead

Blanchard | Jan 2022 - Dec 2025

- Led hands-on creative execution across a year-long enterprise rebrand spanning campaigns, digital platforms, executive communications, and experiential environments.
- Partnered directly with executive and marketing leadership to translate strategic priorities into compelling visual narratives across global touchpoints.
- Built and applied scalable brand systems to ensure consistency across marketing, product, event, and partner materials.
- Redesigned creative workflows using Asana and Microsoft Teams, reducing turnaround time by 30% while supporting a 50% increase in project volume during rebrand implementation.
- Served as senior hands-on creative across integrated campaigns including web, email, reports, sales enablement, and social media.
- Maintained brand consistency across high-volume requests while balancing speed and craft.
- Led execution of conference and tradeshow environments including signage, booths, and stage visuals.
- Mentored and supported the in-house creative team through structured feedback and collaborative reviews.
- Managed external vendors across print, signage, and fabrication projects.
- Oversaw digital asset management through Brandfolder, ensuring accessibility, organization, and brand integrity.

TOOLS & PLATFORMS

- Adobe Creative Cloud (InDesign, Illustrator, Photoshop)
- Figma
- PowerPoint
- Asana
- Brandfolder / Marcom Central
- WordPress
- Marketo, Eloqua, Mailchimp
- Microsoft 365
- HTML & CSS

AWARDS

- 2024 Dream Team — Internal Impact
- 2023 ATD Best Booth
- 2022 Brandon Hall Gold Medal
- 2015 B2B Brand of the Year Finalist

EDUCATION

Web Development — San Diego Mesa College

Graphic Communications — San Diego City College

LEADERSHIP & COMMUNITY

Director — Empower Language Academy Board

Former Board Member — Crawford Alumni Foundation

Workplace Ambassador — Movember Foundation

INDUSTRIES

- Professional Training and Leadership Development
- Technology
- Nonprofit
- Manufacturing
- Consumer & Lifestyle
- Experiential Marketing
- Corporate Communications

Senior Marketing Designer | Design Lead

The Ken Blanchard Companies | Aug 2005 - Dec 2021

- Led creative execution across enterprise marketing initiatives, including digital campaigns, web, mobile, events, and social platforms.
- Partnered with marketing and sales teams to support demand generation, product marketing, and field initiatives.
- Designed scalable campaign systems and reusable templates, improving speed and consistency.
- Created digital experiences, including websites, landing pages, and email campaigns, using HTML and CMS platforms.
- Delivered trade show booths and event environments that strengthened brand presence.
- Implemented agile-inspired workflow practices, improving collaboration and visibility.
- Maintained brand consistency across high-volume projects and tight timelines.
- Supported strategic initiatives through visual storytelling and user-centered design.

Production Manager

The Ken Blanchard Companies | Feb 2003 - Jul 2005

- Led and developed a 12-person production team in a high-volume environment.
- Implemented standardized processes achieving 65% billable output capacity.
- Managed prioritization of projects, timelines, and resources.
- Supported product development through quality assurance and documentation.
- Managed vendor relationships and budget considerations.

Founder / Creative Director

Piña Design | Jan 2002 - Present

- Led brand development and hands-on creative execution for nonprofit and enterprise clients across technology, manufacturing, and lifestyle sectors.
- Delivered integrated campaign, packaging, and environmental creative from concept through production.
- Translated positioning into cohesive visual storytelling across marketing and sales channels.
- Developed scalable templates, improving consistency and production efficiency.
- Produced trade show graphics and environmental branding.
- Ensured production-ready assets across print and digital outputs.

Clients include: Sonria Wines, LifeCoaching4Kids.org, Life Science Technologies, Applied Micro Circuits Corporation, and Americor Containers.