



Diego Vainesman

Highly accomplished design director. Experienced in all facets of design from corporate identity to typography in applications ranging from print and digital media to the largest-scale and most visible events. Familiar with all aspects of graphic production, skilled manager of complex projects as well as in-house and freelance design staffs.

Experience

40N47 Design 2007 to present. *Principal*

Design of brand identities, websites, apps. Design and supervise production of all visual elements for trade shows, corporate meetings, product launches, and industry events.

- Clients include Computer Associates, M&M Mars, Balenciaga and Bronx High School of Science
- Worked collaboratively with producers, creative directors and third-party vendors to ensure quality control, integration and consistency.
- Ensured fully integrated approach across all mediums including digital, print and broadcast.

Designed and supervised production of all visual elements for the Starwood Hotels.

- Work includes the design of logotypes for the Luxury Collection Hotels, and their environmental graphics. Hotel Tambo del Inka voted Best Hotel in South America and #9 in the world (Trip Advisor. Travelers' Choice 2012). Hotel Palacio del Inka voted #6 in South America (2012)

Officer, President and Chairman of the Board of the Type Directors Club.

- Developed Master Classes for a global audience
- Designed collateral materials for the Club

Professor

- Invited to lecture and give design workshops in Europe, South America and China.
- Invited as one of the 42 latin writers in *Tipografía Latinoamericana*.

Publisher

- He recently published, through Kickstarter, the book *"Logo: the face of branding"*. He interviewed 40 designers from the five continents.

MJM Creative Services 1999-2007. *Design Director*

Designed and supervised production of all visual elements for trade shows, corporate meetings, new product launches and industry events.

- Clients included American Express, Canon USA, IBM, Lucent Technologies, Merck and Pfizer.
- Supervised consistency of visual elements for events and trade shows in multiple geographies including the u.s., Latin America, Asia, Europe and Canada.
- Total budgets for client initiatives ranged from \$1-12 million.
- Key member of New Business Team. Responsible for visualization and design.
- Designed all visual content for the Canon Expo, which showcased the company's products and services in a 130,000 sq. foot area at the Javits Center.
- Developed and supervised production of all visual elements for IBM's prestigious Global Recognition Events.
- Designed and developed meeting logos and graphics for multiple product launches, print peripherals for events, multimedia presentations and broadcast events.

References Furnished Upon Request