



40N47 Design®

Diego Vainesman, design director

He runs his own design studio 40N47 Design, Inc. in New York City. Worked as a design director at MJM Creative.

Taught Type: Bridging Image and Context for the MFA Visual Narrative program at the School of Visual Arts, Graphic Design at Pratt Institute and Portfolio at Parsons School of Design.

Judges competitions, gives talks and teaches design and branding workshops in Europe, Latin America and Asia.

Wrote for tipoGráfica (argentinian magazine devoted to typography/design 1987-2007) as the New York correspondent.

Diego was the first Latin president of the Type Directors Club, and he developed Masters classes for the different audiences. Actually he is the Type Directors Club's Latin American liaison.

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

Clients include: Aluar, American Express, Atlas Construction, Art Deco Society of New York, Behrman House, Blue Apple Books, Canon, Formica, Hotel Palacio del Inka, Hotel Paracas, Hotel Tambo del Inka, IBM, John Wiley & Sons, New York State Democratic Committee, Pfizer, Print Magazine, Saturn, Sixth Vowel, Subaru, The Bronx High School of Science, Type Directors Club and Zenith Optimedia.

www.40n47design.com

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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