JAMES PACHECO | SENIOR GRAPHIC DESIGNER

PORTFOLIO

Creative Leader | Brand Design, Visual Strategy & Team Development
Driving Scalable, High-Impact Visual Systems | Elevating Brands
Through Strong Design Leadership, Collaboration & Execution



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WELCOME

Senior Graphic Designer | Brand Identity | Creative Direction
Design Educator | Professional Musician | Recording Artist

For more than 25 years, I've helped brands communicate with clarity, build credibility, and create lasting connections. My work spans branding, marketing, digital experiences, and corporate communications across construction, technology, healthcare, entertainment, and consumer industries.

This portfolio showcases selected projects I have designed and art directed throughout my career, with my role noted for each project.

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BRANDING

01

The strategic practice of shaping how a person, company, or product is perceived across all touchpoints—visual, digital, experiential, and cultural—to build trust, recognition, and meaningful emotional connections.

It integrates design, storytelling, user experience, and social responsibility to create cohesive, adaptable, and purpose-driven brand ecosystems.

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Logo Update
Simpson Strong-Tie

Role: Senior Graphic Designer SGD

Goal: Provide a strategic refinement of the company's iconic logo, evolving its visual presence while preserving decades of brand equity.

Result: improved typographic balance refined spacing, and enhanced hierarchy between the "Simpson" and "Strong-Tie" elements. Subtle adjustments to scale alignment, and the registered mark placement create a more cohesive and contemporary system that letter forms consistently across digital and print applications.

The refined logo: a cleaner, more confident mark that strengthens brand recognition, increases legibility at all sizes, and aligns with modern design standards—while staying true to the heritage and authority of a globally trusted structural engineering brand.

The original logo typography, Strong-Tie had been stretched to fit into proportion making leter-forms elongated and less balanced. Also included the ® into the lower setion creating an integrated logo.



Current

The current had been stretched into proportion on the words Strong-Tie making letter-forms elongated and removal of the ® out of the clear space and integrated into the bottom container bar element.



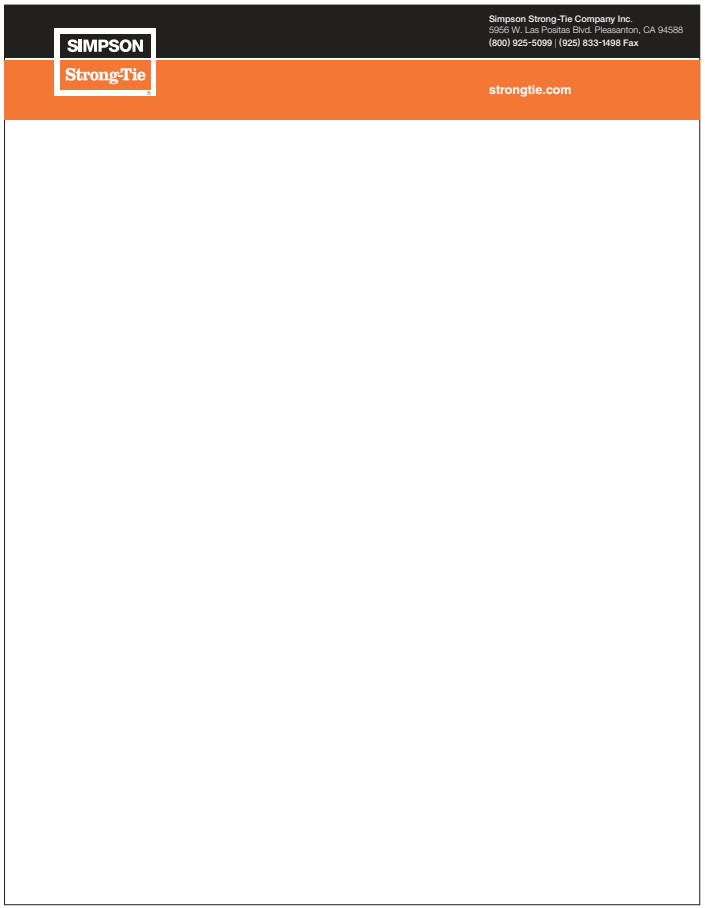
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Stationery System
Simpson Strong-Tie

Role: SGD

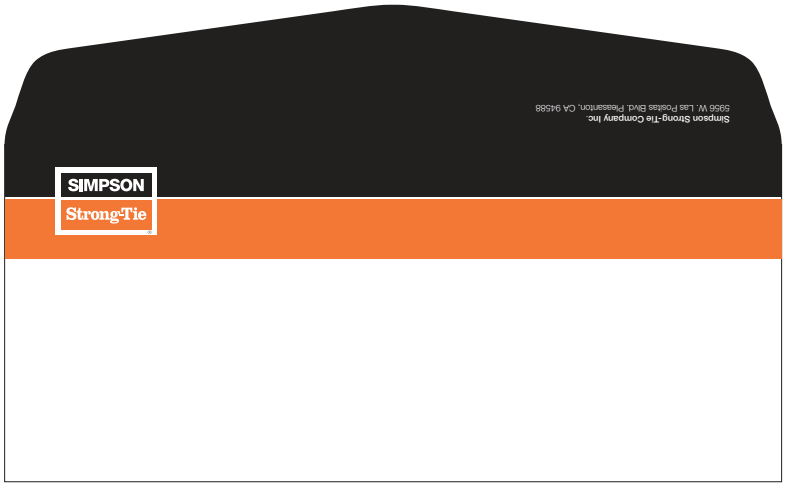
Goal: Create a cohesive stationery system that translates Simpson Strong-Tie's strength, precision, and professionalism into a consistent everyday communication platform.

Result: Designed a streamlined and modern stationery system that reinforces brand authority through clean layouts, disciplined use of brand elements, and clear information hierarchy. The system improved usability, strengthened visual consistency, and reflected the reliability and engineering excellence at the core of the Simpson Strong-Tie brand.









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Design Guidelines
Simpson Strong-Tie

Role: SGD

Goal: I developed a comprehensive Design Guidelines system for Simpson Strong-Tie to modernize and standardize the application of a legacy industrial brand.

My objective was to create a scalable framework that would ensure visual consistency, strengthen brand recognition, and support effective execution across all marketing, sales, and corporate communications.

Result: I created and implemented a structured brand standards guide that established clear rules for logo hierarchy, clear space, color standards, and brand applications.

By defining precise usage requirements and eliminating ambiguity, I enabled internal teams and external partners to apply the brand consistently across print, digital, packaging, and environmental touchpoints.

The guidelines streamlined creative production, improved cross-functional alignment, protected the integrity of the Simpson Strong-Tie identity, and reinforced the brand's reputation for reliability, strength, and professionalism.



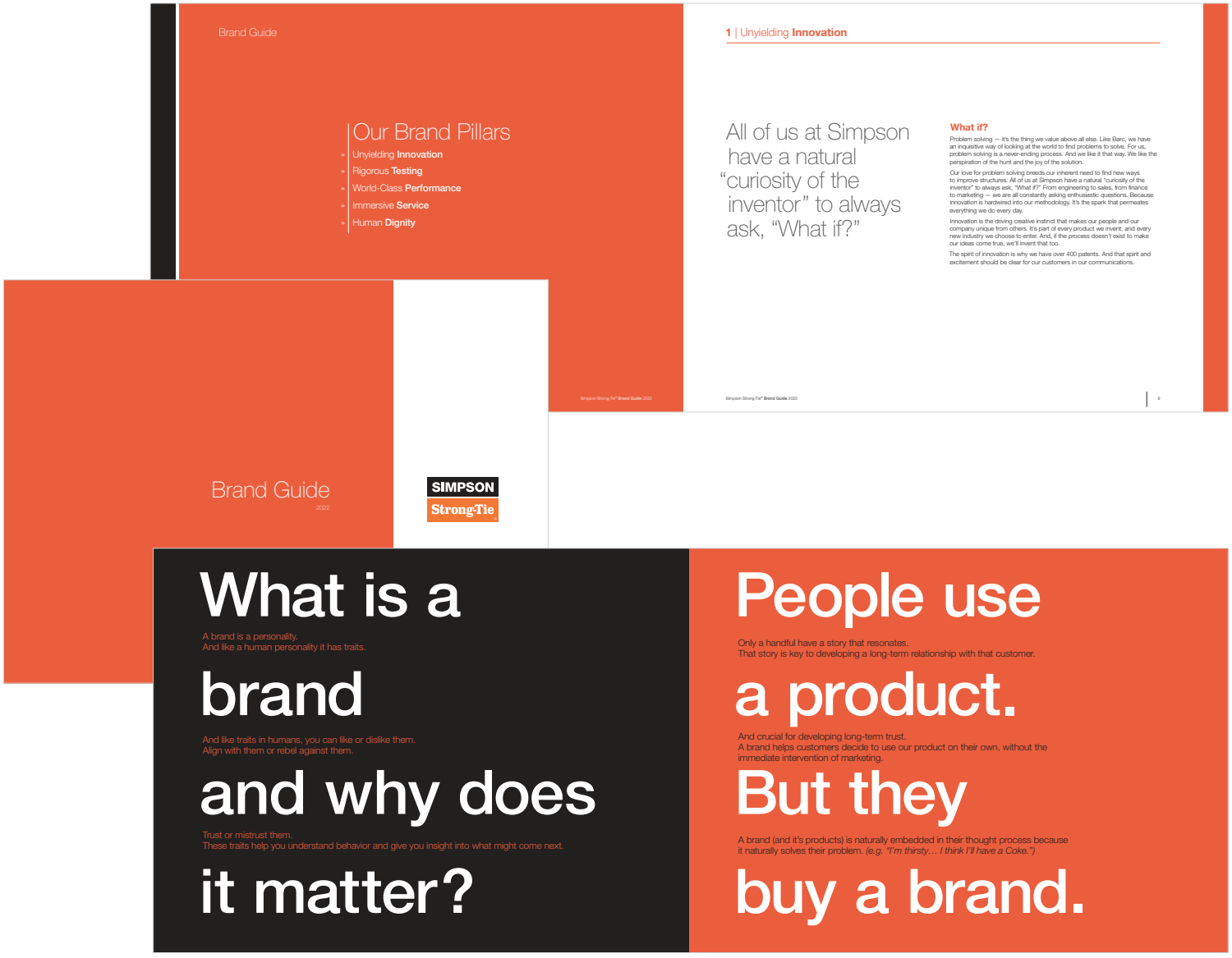
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Brand Guide
Simpson Strong-Tie

Role: SGD

Goal: A bold, modern brand framework guide that translates engineering rigor into a clear, human-centered visual language that is easily interpreted and followed by readers.

Result: A defined set of brand pillars—innovation, performance, service, and human dignity that position the company not just as a manufacturer, but as a problem-solver driven by curiosity and purpose. Messaging like “What if?” and “People use a product. But they buy a brand.” elevates the narrative, connecting technical excellence with emotional resonance and long-term trust. The visuals are anchored by a striking use of high-contrast color—signature safety orange, black, and white—paired with confident, oversized typography that reinforces authority, clarity, and momentum.



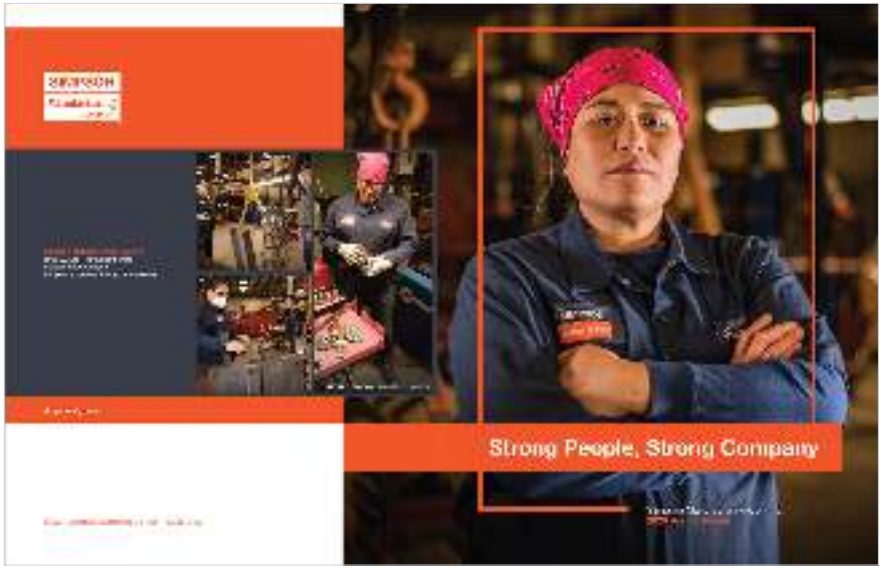
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Annual Report 2020
Simpson Strong-Tie

Role: SGD

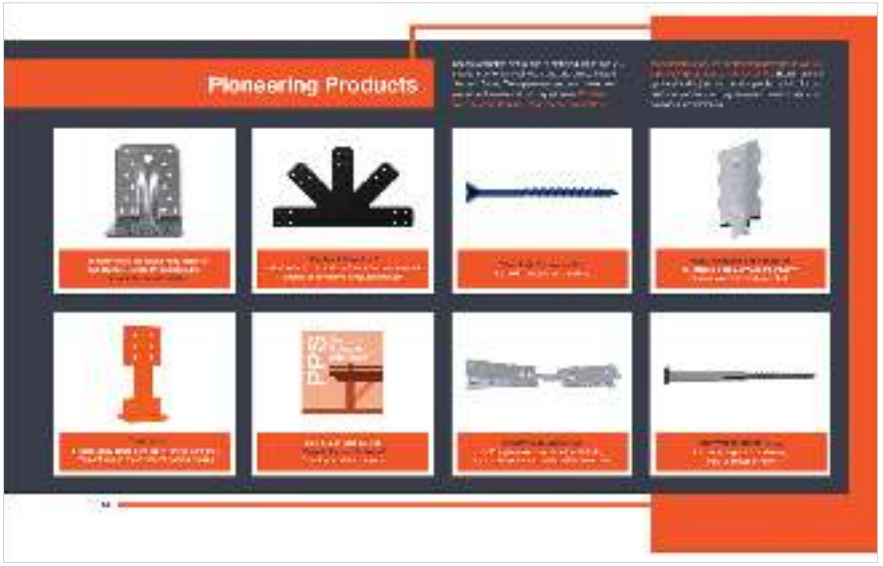
Goal: designed Simpson Strong-Tie's 2020 Annual Report to transform corporate reporting into a compelling brand story that balanced business performance with the people and innovation behind it.

Result: I created a visually engaging report that combined financial results, employee stories, and product achievements into a cohesive narrative, making complex information more accessible while strengthening stakeholder engagement and brand perception.









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Annual Report 2021
Simpson Strong-Tie

Role: SGD

Goal: Create an annual report that reinforces Simpson Strong-Tie's reputation for strength, reliability, and innovation while presenting financial and corporate performance in a clear, engaging, and brand-aligned format.

Result: Developed a visually engaging editorial experience that transformed complex business information into a compelling narrative. Through bold graphics, layered imagery, and structured layouts, the report effectively communicated company performance, strengthened brand perception, and reflected Simpson Strong-Tie's commitment to innovation, growth, and customer service.









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Annual Report 2022
Simpson Strong-Tie

Role: SGD

Goal: Develop an annual report that showcases Simpson Strong-Tie's continued growth, innovation, and customer-first culture while strengthening brand identity through a modern, visually compelling editorial design.

Result: Transformed corporate communication into an engaging brand experience by combining dynamic geometric graphics, layered imagery, and strategic storytelling. The design highlighted the company's commitment to growth, innovation, and customer focus, creating a distinctive and forward-thinking report that elevated key business messages and reinforced Simpson Strong-Tie's industry leadership.







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Branch Wall Murals

Simpson Strong-Tie

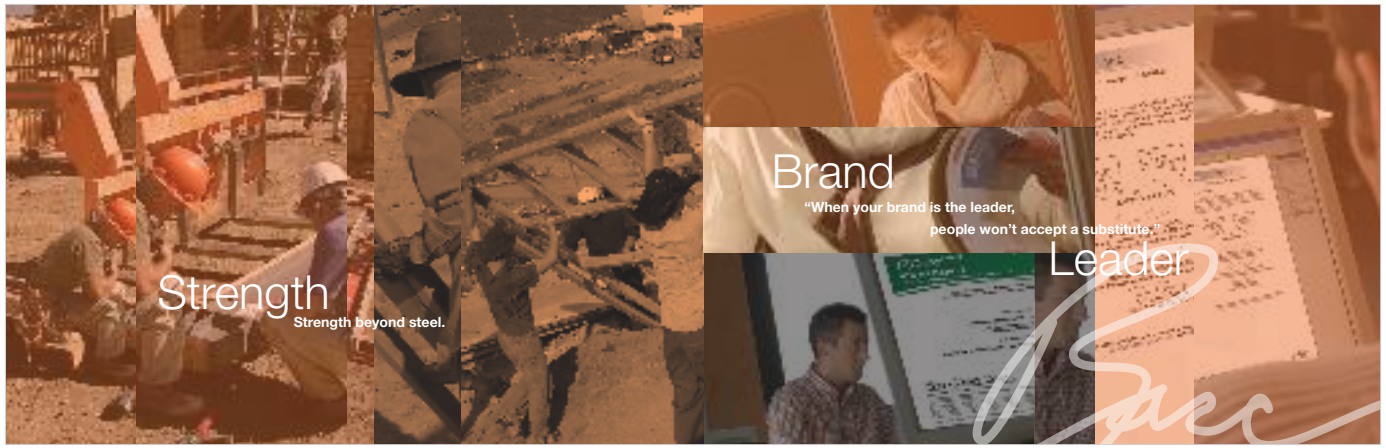
Role: SGD

Goal: Create a scalable environmental graphics system that transforms branch interiors into engaging brand experiences, celebrating Simpson Strong-Tie's legacy, innovation, and industry leadership while inspiring employees and visitors.

Result: Designed a series of immersive wall murals that communicate the company's story through bold imagery, structured layouts, and compelling visual narratives. Built with spatial awareness and flexibility in mind, the system adapts to varying architectural conditions through grid-based compositions, horizontal banding, and modular storytelling, ensuring visual consistency and brand cohesion across multiple locations







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Simpson Strong-Tie Fastening Systems

Our Mission

We provide solutions that help people design and build safer, stronger structures.

Our Vision

To provide the most trusted construction solutions on jobs worldwide.

Who Is Simpson Strong-Tie?

Our Brand Promise

Trusted by the Pros for over 60 years, Simpson Strong-Tie has provided the innovation, testing and service that help the construction industry confidently build stronger, safer and smarter structures.



Our Pillars





Testing | Service | Product Availability

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Environmental, Social & Governance Report

Simpson Strong-Tie

Role: SGD

Goal: Develop a clear and engaging ESG report that communicates Simpson Strong-Tie's sustainability initiatives, environmental stewardship, social responsibility, and governance practices while making complex information easy to understand and aligned with the brand.

Result: Created a visually compelling publication that transforms ESG metrics, policies, and initiatives into an accessible and credible narrative. Through thoughtful information design, strong imagery, and structured layouts, the report enhances transparency, highlights measurable impact, and reinforces Simpson Strong-Tie's commitment to responsible business practices, sustainability, and long-term value creation.





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Materiality






Water Stewardship

Energy

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Fastener Roadshow Campaign

Simpson Strong-Tie

Role: SGD

Goal: Create the visual identity for the Fastener Roadshow national marketing campaign.

Result: A cohesive campaign experience that increased brand visibility, and strengthened customer engagement across multiple markets and trade events through engaging marketing materials including event branding, logo design, vehicle and trailer wraps, promotional apparel, environmental graphics, and supporting marketing collateral.

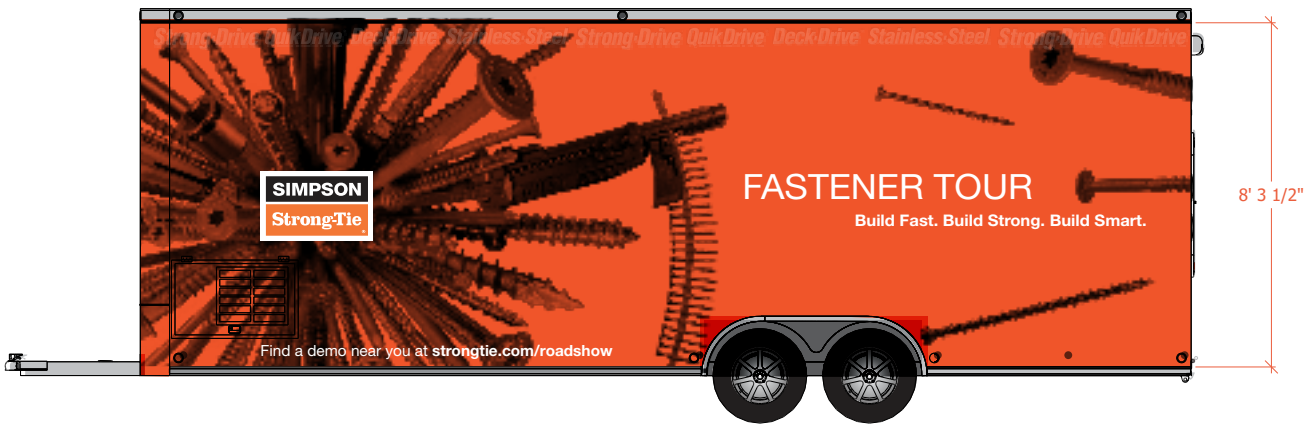


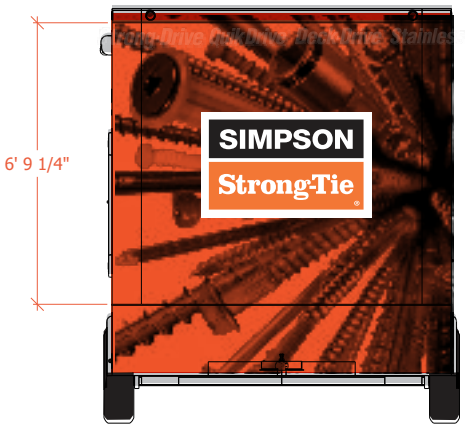




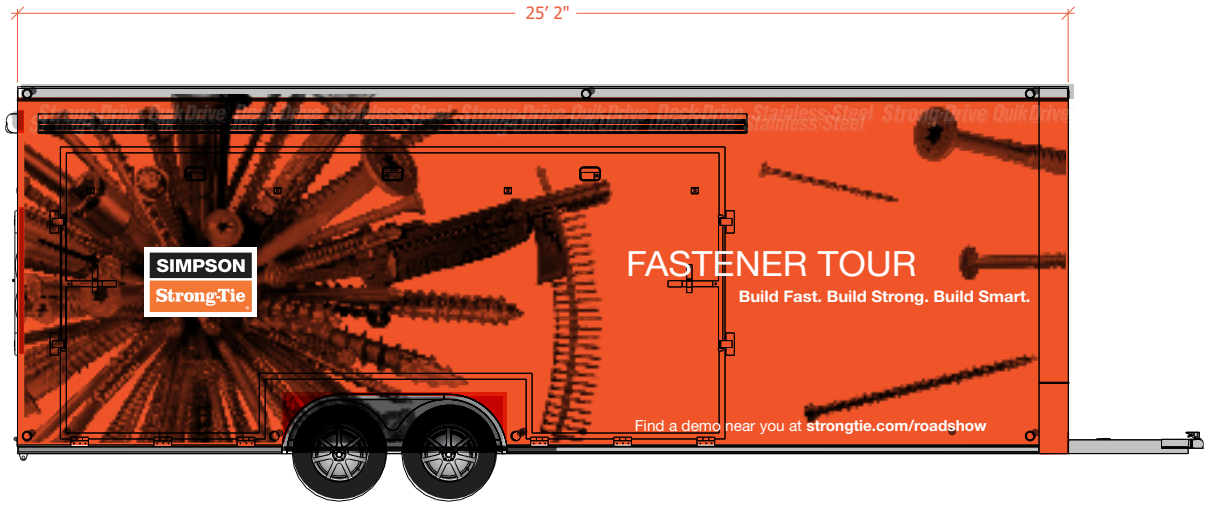


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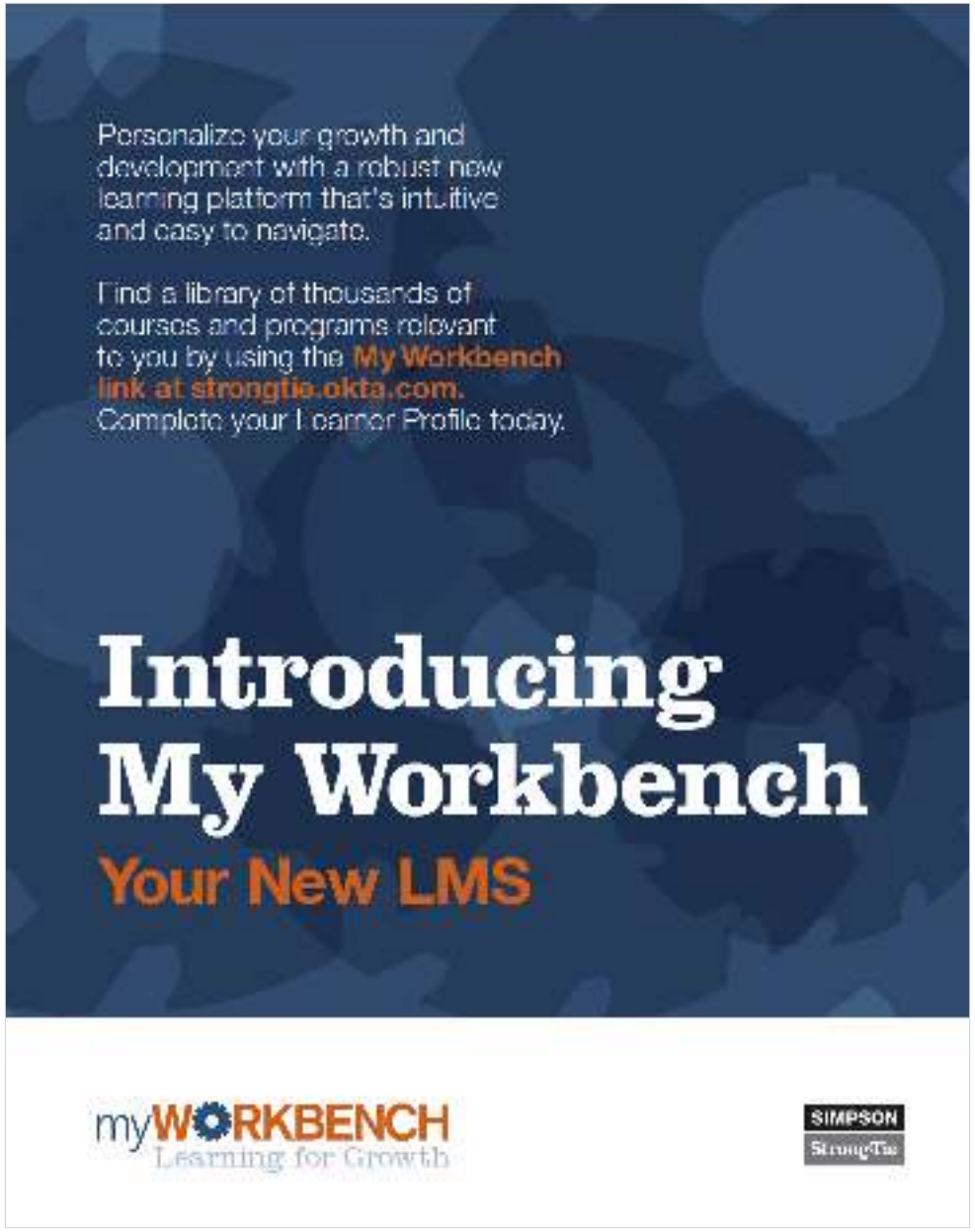
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MARKETING COLLATERAL

A collection of visual, digital, and experiential materials used to communicate a brand's message, engage audiences, and support marketing objectives.

In today's market, collateral spans print, digital, social media, email campaigns, presentations, packaging, interactive experiences, AR/VR assets, and other emerging channels—designed to create consistent, meaningful, and measurable brand interactions across all touch points.

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My Workbench Program Campaign
Simpson Strong-Tie

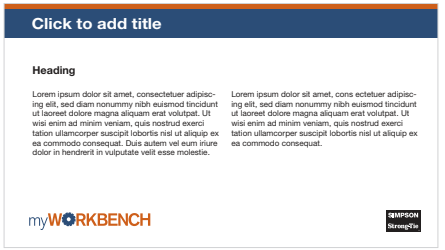
Role: SGD

Goal: Develop a creative campaign for the launch of My Workbench, Simpson Strong-Tie's employee learning management.

Result: a cohesive suite of branded marketing materials including posters, logo identity, direct mail pieces, and PowerPoint presentation templates, ensuring consistent visual communication and user engagement across internal training and onboarding initiatives.







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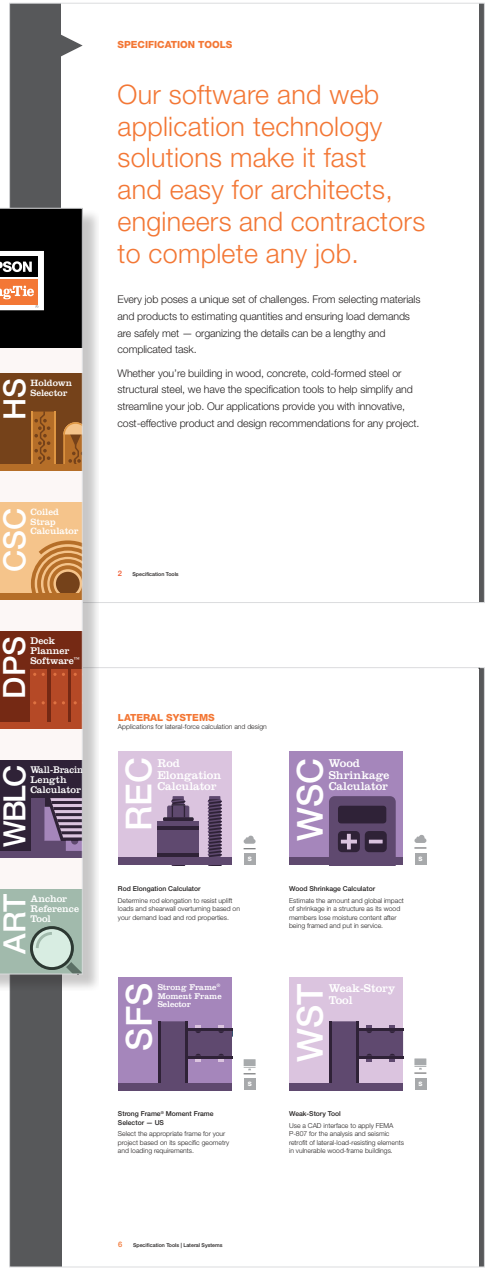
Specification Tools Brochure
Simpson Strong-Tie

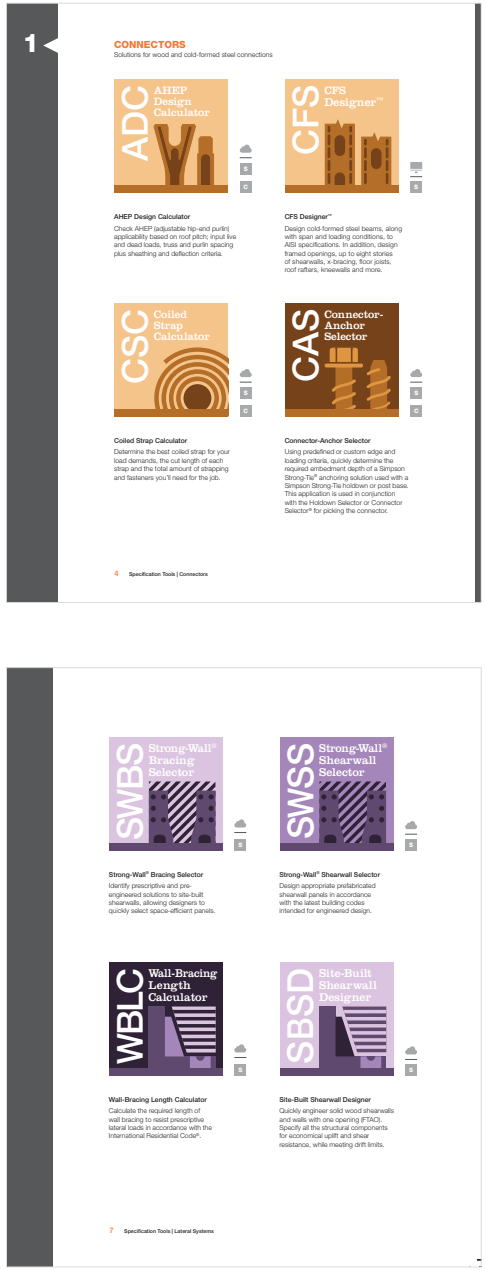
Role: SGD

Goal: highlight the company's suite of software and web-based applications for architects, engineers, and contractors.

Result: Memorable custom iconography, color-coded organization, and a clean information hierarchy; the brochure simplifies complex technical content while reinforcing the brand's commitment to innovation, efficiency, and smart design solutions.







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Authorized Online Reseller Program
Simpson Strong-Tie

Role: SGD

Goal: Translate complex program requirements, benefits, and onboarding information into a clear, visually engaging publication.

Result: strategic use of infographics, structured layouts, and branded visual elements, the piece improves communication, supports partner enrollment, and reinforces the company's commitment to strong business relationships and brand integrity.



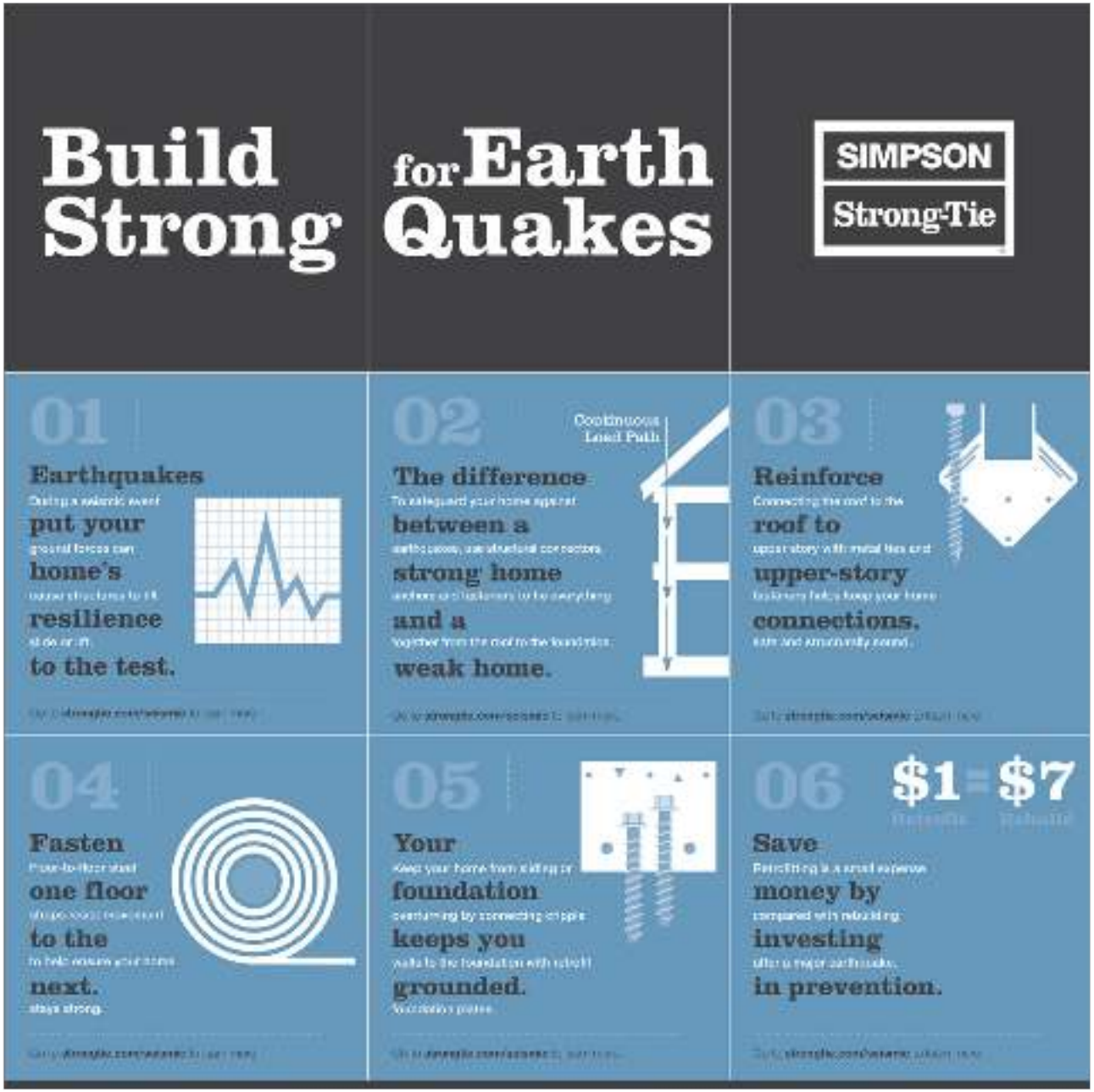
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Build Strong
Earth Quake
Info Graphic
Poster & Instagram
Campaign
Simpson Strong-Tie

Role: SGD

Goal: Educate homeowners about earthquake preparedness and structural safety through clear, accessible content that promotes awareness and prevention.

Result: Created a series of easy-to-understand educational graphics that simplify complex seismic concepts through bold visuals, concise messaging, and engaging information design. The campaign increased awareness of earthquake safety while reinforcing Simpson Strong-Tie's commitment to building safer, stronger, and more resilient communities.



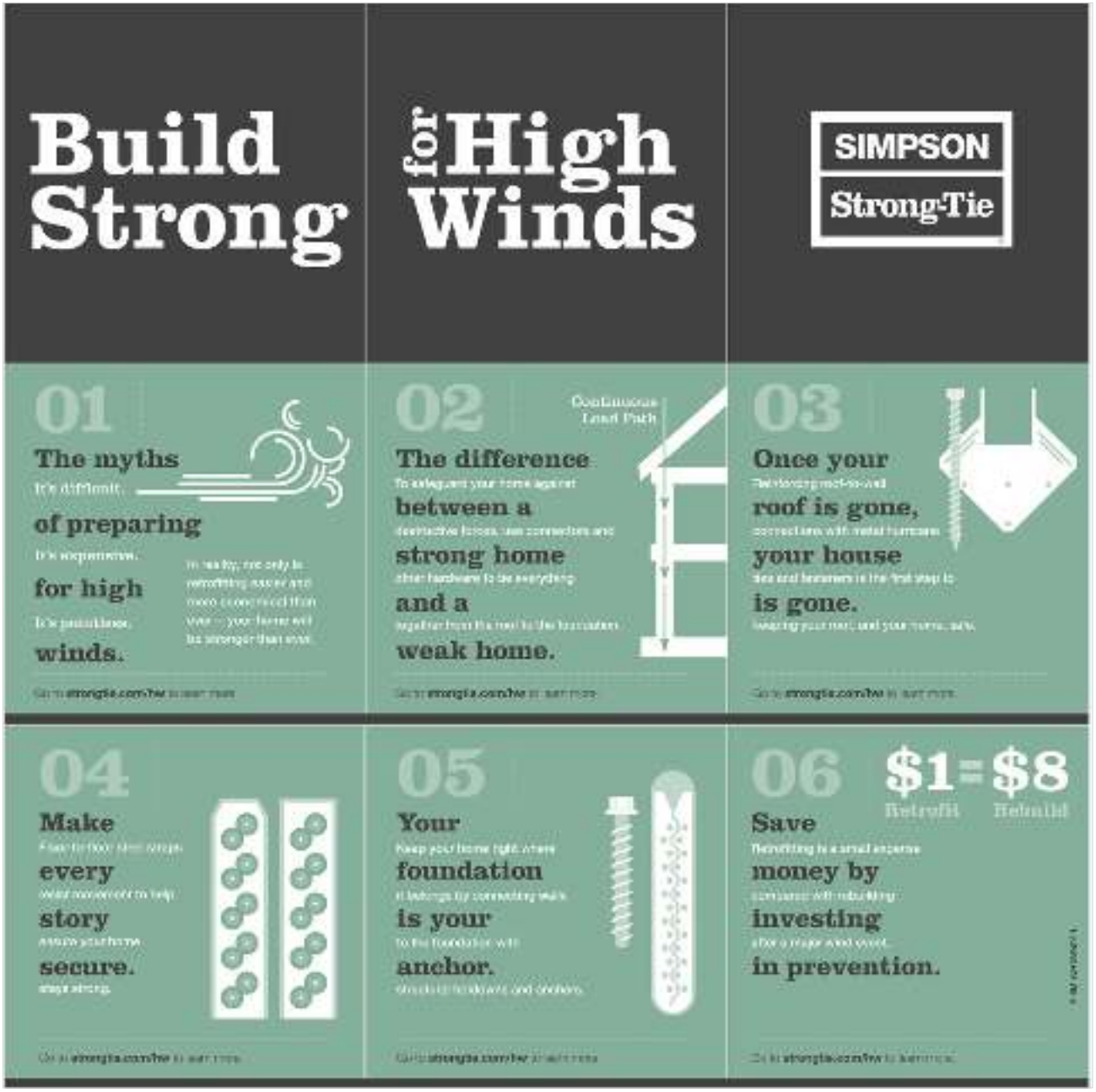
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Build Strong
High Winds Info Graphic Poster & Instagram Campaign
Simpson Strong-Tie

Role: SGD

Goal: Educate homeowners about high-wind protection and resilient building practices through clear, accessible content that promotes preparedness and structural safety.

Result: Created an engaging educational campaign that simplified complex building concepts through bold visuals, concise messaging, and easy-to-understand infographics. The campaign promoted wind-resistant construction, structural resilience, and proactive home protection while reinforcing Simpson Strong-Tie's leadership in safer, stronger building solutions.



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Fastening Systems 2014 Catalog Cover & Spreads

Simpson Strong-Tie

Role: SGD

Goal: Design a product catalog that showcases Simpson Strong-Tie's fastening solutions while reinforcing the brand's reputation for strength, reliability, and innovation.

Result: Created a rugged, visually engaging catalog that combines job-site photography, product imagery, and technical graphics into a cohesive brand experience. The design clearly communicates product performance and durability, making complex technical information accessible while supporting customer education and sales efforts.







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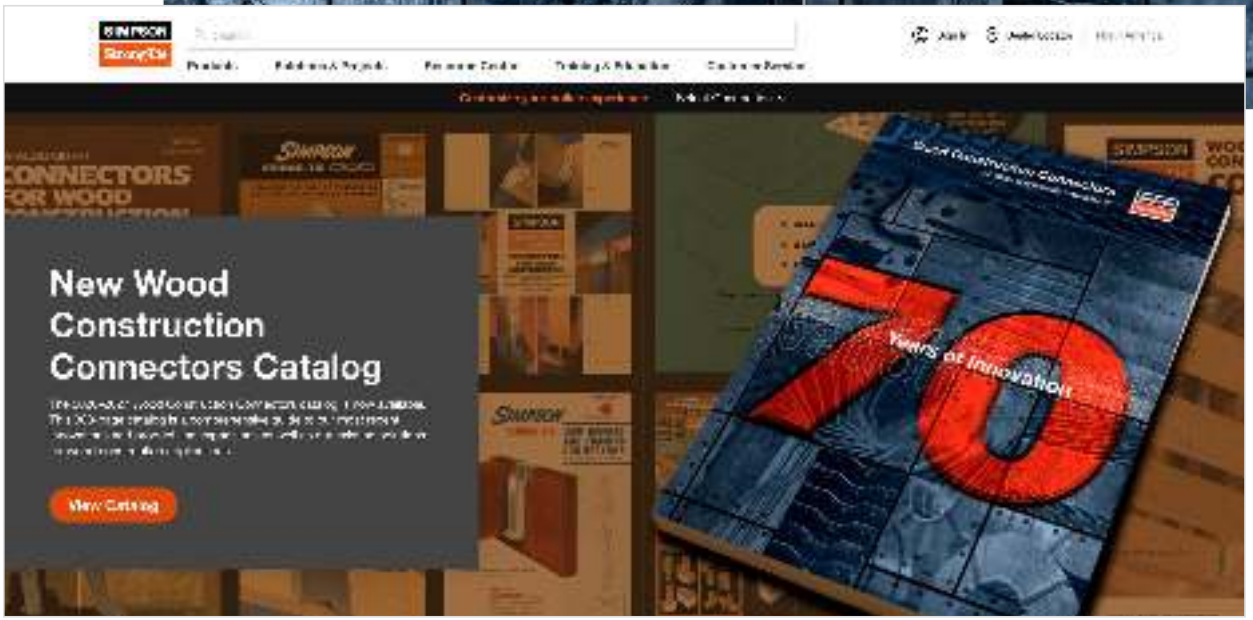
Wood Construction Connectors 2026
Simpson Strong-Tie

Role: SGD

Goal: Celebrate Simpson Strong-Tie's 70-year legacy of engineering excellence and innovation through a commemorative catalog cover that honors the brand's history while highlighting the continued evolution of its Wood Construction Connectors product line.

Result: Designed a bold anniversary edition cover that blends heritage with a forward-looking visual language. Through striking anniversary graphics, industrial textures, and product-inspired imagery, the design commemorates seven decades of industry leadership while reinforcing the brand's commitment to strength, reliability, innovation, and performance. The visual system was extended across digital and print touchpoints to create a cohesive launch experience for the milestone release.





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Strong-Wall Shearwalls Catalog 2024 Cover
Simpson Strong-Tie

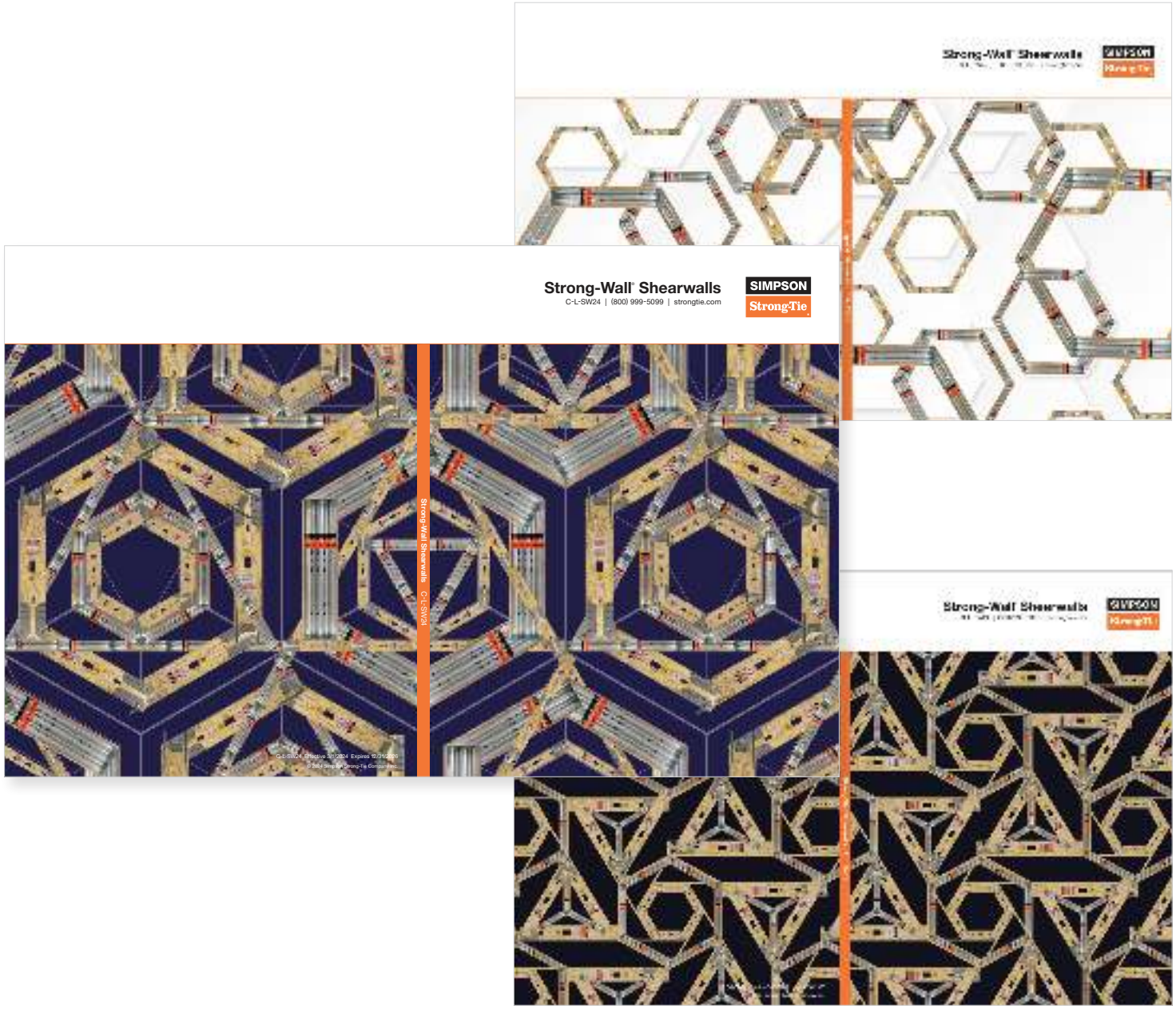
Role: SGD

Goal: Develope cover system for Simpson Strong-Tie's Strong-Wall® Shearwalls product line,

Result: A distinctive visual identity that translates complex structural engineering into a compelling and accessible design language.

Inspired by the geometric forms and interconnected components of the shearwall system, the cover concept uses repeating architectural patterns to symbolize strength, stability, precision, and resilience.

The design balances technical accuracy with visual impact, establishing a clear hierarchy that guides users through a highly specialized construction product category while reinforcing the brand's engineering expertise.



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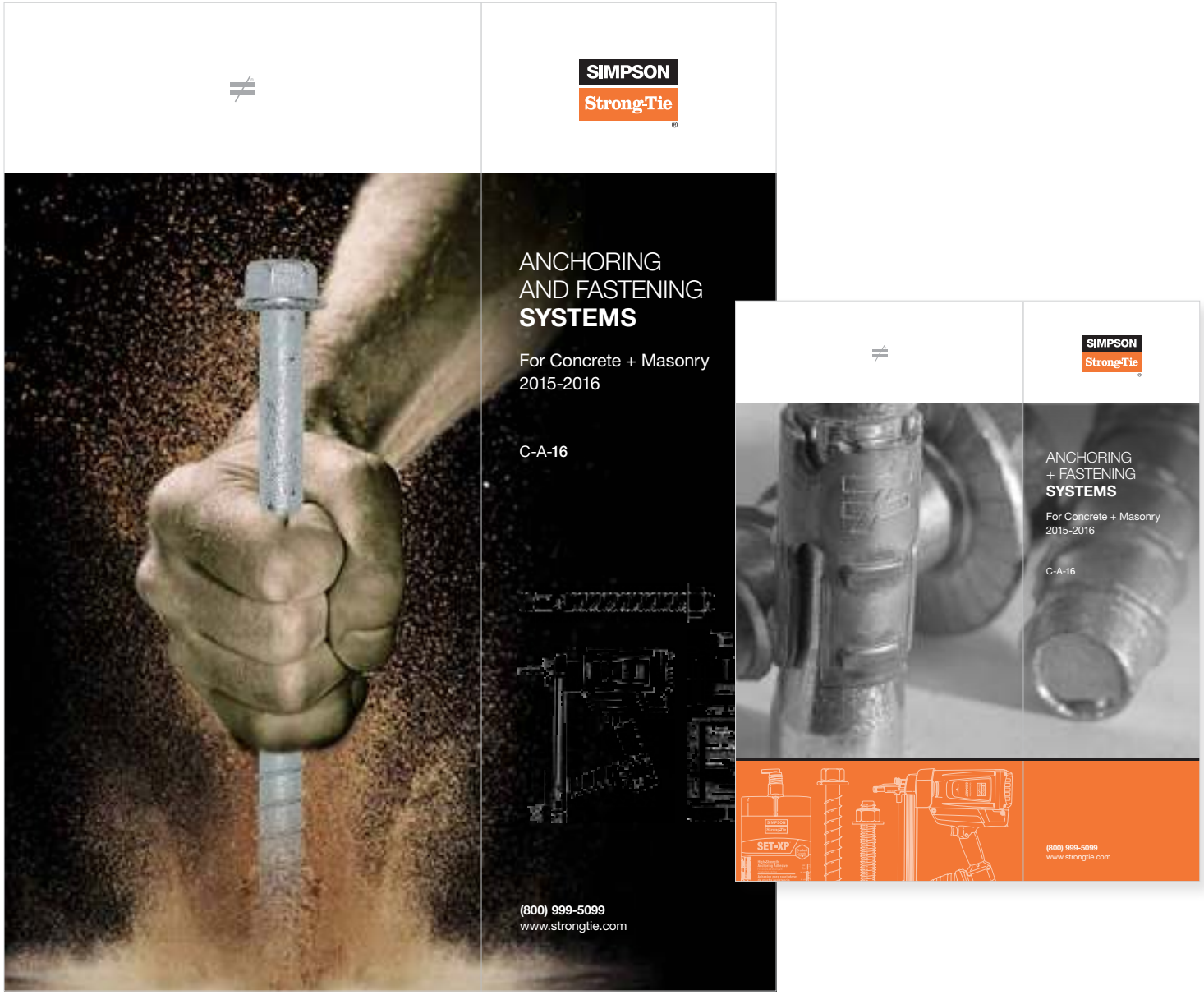
Anchoring and Fastening Systems – Catalog Covers (2015–2016)
Simpson Strong-Tie

Role: SGD

Goal: Showcase expanding product lines.

Result: Bold industrial imagery with a clean, modern layout to communicate strength, reliability, and performance.

The visual concepts highlight the power and precision of anchoring technology while reinforcing the brand's leadership in construction fastening solutions. Designed by James Pacheco, Senior Graphic Designer.



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CG Visions
CTSPB Brochure
Simpson Strong-Tie

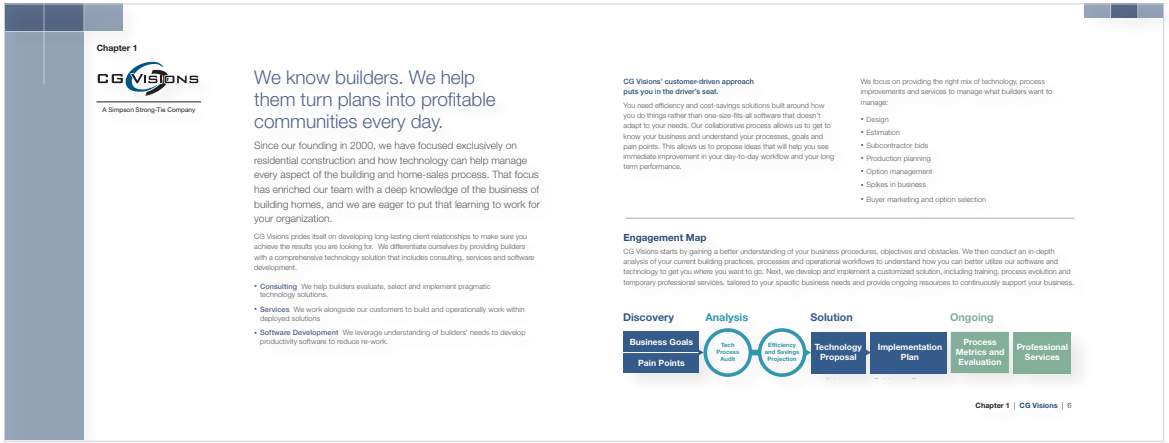
Role: SGD

Designed and produced the CTSPB (Complete Technology Solutions for he Production Builder) brochure, a multi-page corporate marketing publication showcasing CG Visions' BIM, estimation, sales, and construction technology solutions.

Goal: create a multi-page corporate marketing publicationshowcasing CG Visions' BIM, estimation, sales, and construction technology solutions.

Result: Responsible for layout design, branding, info-graphics, typography, and print production, translating complex technical content into clear, engaging marketing materials that supported sales and business development initiatives.







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Chapter 3

Pipeline

CG Visions' BIM Pipeline: Efficiently and accurately bridge the gap between design and estimation

Are you at the mercy of your trades for accurate material takeoffs?

Are you drowning in the total combined number of option permutations?

Are you able to quickly understand your construction costs?



BIM Pipeline is a web-based material management and estimation system that was built from the ground up specifically to help home builders with these types of situations. It provides tools for efficiency improvements as well as the data visibility and analysis that will empower the builder to reduce costs, increase net margins and scale operations without adding staff. All while reducing cycle times and getting homes up faster.

Efficiency

- Bridge the gaps between design and estimation for real time, automated takeoffs
- Simplify estimation and purchasing with Bills of Material and construction documents for each house
- Options-driven changes flow seamlessly through the system, updating construction documents, purchasing and back office
- Rather than rely on multiple trades to send files to the LBM for quotes, the builder can easily consolidate their data and send it over to reduce the turnaround times on quoting from 4–6 weeks to half that time
- Back office integration with purchasing and accounting operations ERP systems

Greater Cost Visibility and Control

- Easily capture and account for the soft costs associated with the building process to accurately calculate "as built" costs for your homes and communities
- Accurate material take-offs and cost data enable deeper analysis of sub bids to uncover cost reductions
- Capture and track the true costs of options, even option-on-option scenarios, with on-the-fly estimates to reconcile with "as built" reports
- Virtually eliminate field change orders and variance purchase orders

What Pipeline Delivers

- Create full master plan estimates with delta BOM reports
- Cut purchase orders from lot-specific, as-built reports
- Manage all assets relating to houses, communities and lots
- Evaluate option-on-option scenarios
- Simplify takeoffs without sacrificing level of detail on purchase orders
- Dynamic assemblies allow for management of all various materials

Pipeline results from current clients

- Scaled operations by **20% without adding staff**
- Secured consistent **net margins of 10–20%**
- Leveraged the known costs of a production builder to provide customer-specific changes while remaining profitable



DASHBOARD

Chapter 4

Threshold

An interactive tool powered by Pipeline that helps builders attract new customers, interact with potential buyers and close sales.

This tool incorporates three modules that can be integrated or used as standalone functionality.

- The Designer: Provide a superior customer experience by making it fun for your homebuyers to personalize their new home. Interior and exterior paint colors, cabinets, appliances and other interior finishes can be selected online in a 3D platform that makes the process easy. Users are delighted as they see their choices come to life on screen, while the cost information flows efficiently back to you.
- The Flex Plan: This tool allows the user to easily view all of the available floor plan options you offer for your houses. The ability to quickly and easily zoom, pan and flip each floor plan makes this interactive application attractive to the new home buyer
- The Community: Show the entire community plan complete with all planned homes, improvements and landscaping.

Marketing

Our interactive features engage potential buyers to better educate themselves on their home buying decisions. Let CG Visions show you how to attract and captivate potential buyers by letting them experience and personalize your homes online and help turn prospects into sales.

From your customized website, new buyers can select [new product name] and easily choose a home model to start designing from a sampling of interior and exterior possibilities for their new home. New buyers can choose The Designer for the interior designs, The Flex Plan for available floor plans or The Community that highlights available and sold lots in real time.

Sales

When new buyers are ready to sign the contract, [new product name] allows your sales team to sit down and work side by side with the buyer to customize every aspect of their new home. Going deeper with a more complete list of selections than they would see on your website, the new buyer will be able to select and solidify all of the design options for every room inside and every aspect outside of their new home. The new buyer will be able to see and understand a comprehensive list of what has been selected and the final costs associated with it. This is a more personal approach where the new buyer is in total control of the design of their new home.



COMMUNITY



SELECTIONS

Chapter 5

Revit Self-Service Tools

Our experience with residential builders has led us to create some standalone tools that leverage our expertise and the power of BIM to enhance your current systems.

Quickstart

Quickstart Toolkit for Builders and Lumber Yards

Efficiency tools already compatible with Autodesk Revit, help builders get started on their BIM and estimates without investing a lot of time upfront.

Residential Revit families include:

- System walls and sweepsw
- System roof, fascia and ceilings
- System floors and structural slabs
- System stair and railing
- Doors, windows and openings
- Appliances, casework and interior items
- Plumbing and bath accessories

XRay

XRay Material Extraction Add In

A rules-based key measurement takeoff tool designed to create consistent quantity information from project to project.

While segmenting quantities within Design Options, XRay can publish all project materials directly to Pipeline for integrations with various back-office systems or to Excel with the push of a button. Rule statements are extremely flexible and can simplify results that would otherwise be complex using Revit scheduling capability. XRay is designed to work with CG Visions Quickstart content right out of the box and links Autodesk Revit key measurements to Pipeline for comprehensive estimates.

- True +/- quantities sorted by options
- Includes L/R door handing management
- Publish key measurement reports to Microsoft Excel or Pipeline

Simpson Strong-Tie and CG Visions are now one, offering the production builder a complete technology solution that improves efficiencies, cost savings and customer satisfaction.

As a trusted innovation leader known for engineered products and unmatched customer service, Simpson Strong-Tie is committed to serving our residential building partners today and into the future.

CG Visions has been working within the residential construction industry since 2000 to provide technology solutions that improve the efficiency of design and production processes.

Together, we have the power to reinvent how you use technology to drive your business forward.

Ready to get started?
Contact your Simpson Strong-Tie representative or call CG Visions directly.

(888) 988-4BIM

sales@cgvisions.com | cgvisions.com

CG VISIONS
A Simpson Strong-Tie Company

SIMPSON
StrongTie

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Miscellaneous Marketing Collateral
Simpson Strong-Tie

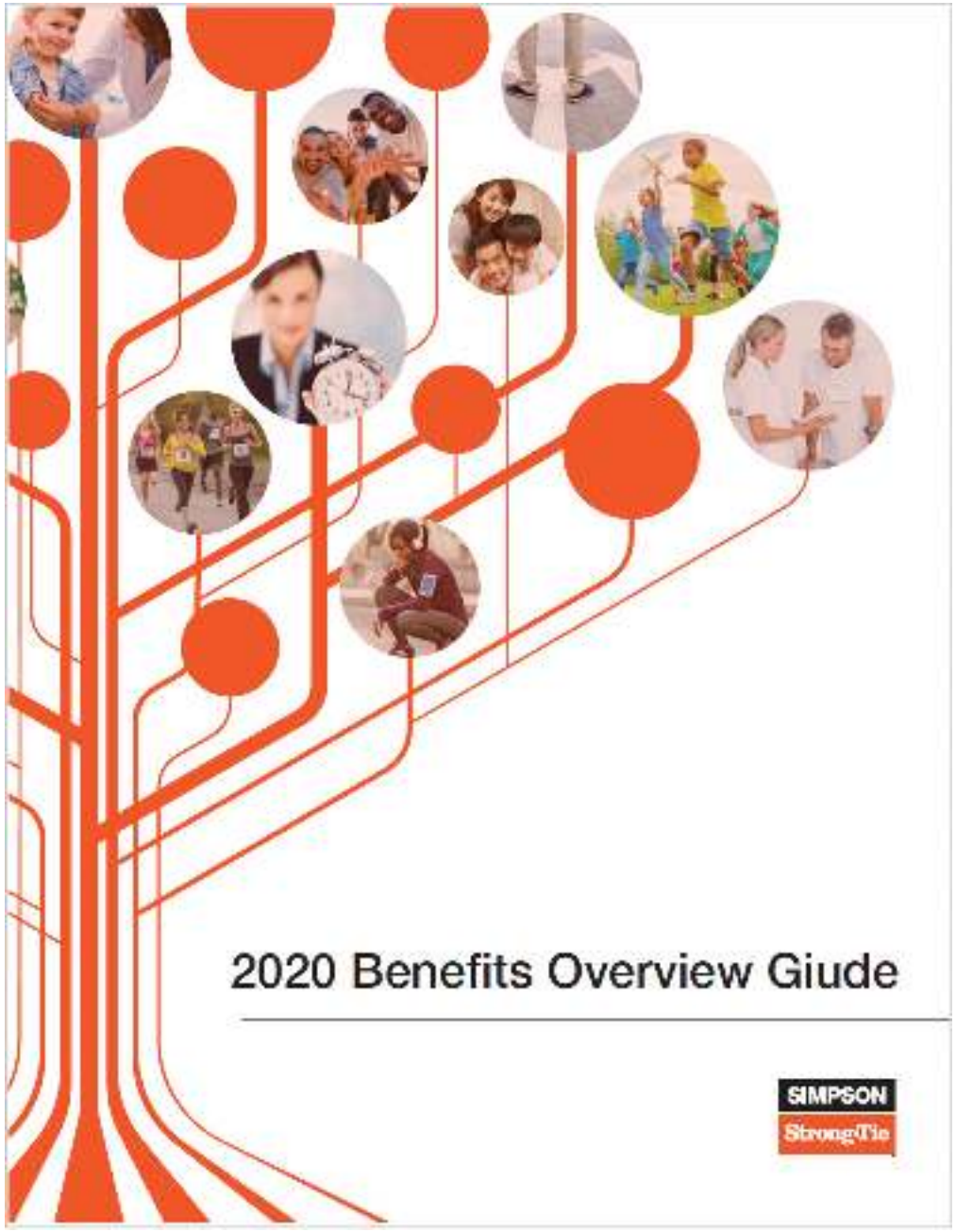
Role: SGD

Goal: Design coveted Hard-Hat Stickers, Benefits Overview guide, Home Depot Challenge Coins SST Sales Team that customers are proud to display, use or show.

Result: Customer relevant designs that sold out after each drop.















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Miscellaneous Marketing Collateral
Simpson Strong-Tie

Role: SGD

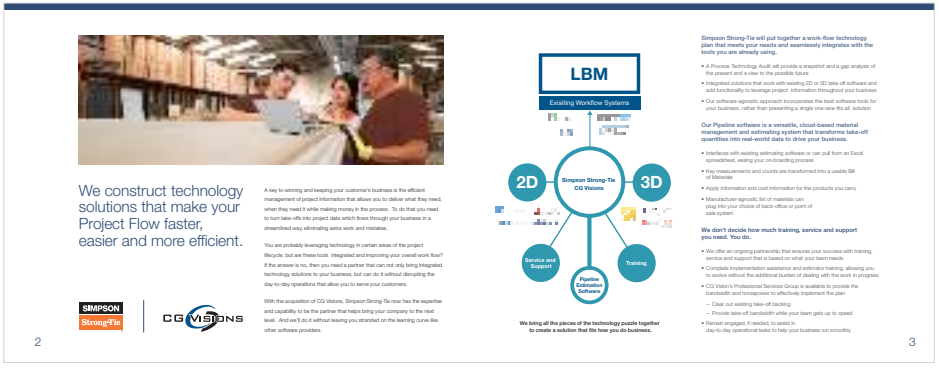
Concrete Construction Products poster for SST Sales Team, SST internal COVID Awareness poster, CG Visions Simpson LBM Demo Brochure, Tested and True Hard Hat Stickers.











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DIGITAL DESIGN

Digital design is the craft of creating visual, interactive, and experiential content for digital platforms, encompassing websites, mobile apps, social media, virtual and augmented reality experiences, motion graphics, and emerging digital interfaces.

Today, digital design focuses on user-centered experiences, brand consistency, and multi-channel adaptability, blending creativity, strategy, and technology to engage audiences in meaningful, measurable ways. brand interactions across all touch points.

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Specification Tools Icon Design

Simpson Strong-Tie

Role: SGD

Goal: Bring clarity and consistency to a complex technical software environment by creating a grid-based icon system for Simpson Strong-Tie's Specification Tools suite, focused on usability, recognition, and visual consistency.

Result: Designed a cohesive icon system that prioritized precision and usability, translating complex engineering functions into simple, universally recognizable symbols. Built on a rigorous grid structure, each icon was crafted for visual alignment, scalability, and legibility across software applications, helping users navigate tools more efficiently while reinforcing a consistent brand experience.

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Configuration Manager Icon Suite
Simpson Strong-Tie

Role: SGD

Goal: develop an icon suite, and a structured visual language to support complex software functionality within an engineering-driven environment.

Result: A cohesive visual framework and scalable set of interface icons for the Configuration Manager interface. Improved usability, reinforced system logic, and supported a more intuitive digital experience for technical users.



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Strong Conversations Podcast Icon
Simpson Strong-Tie

Role: SGD

Goal: Design the Strong Conversations podcast logo

Result: A bold infinity-inspired icon with strong typography to symbolize continuous dialogue, connection, and industry expertise.



Strong Time Podcast Icon Design
Simpson Strong-Tie

Role: SGD

Goal: Create a distinctive icon for Strong Time, Simpson Strong-Tie's internal podcast platform.

Result: Designed a bold, scalable icon system that combines podcast symbolism with the Simpson Strong-Tie brand, creating a recognizable visual identity that enhances engagement and strengthens the podcast's presence across digital platforms.











Application Icons
Cyan Optics

Role: SGD

Goal: Create a cohesive icon system for Cyan Optics' software applications.

Result: Designed a scalable set of application icons that combines clarity, consistency, and usability, reinforcing the brand's technical expertise through a unified visual language.





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Home Page
E-commerce
Visual Asset
Simpson Strong-Tie

Role: SGD

Goal: Create an e-commerce promotional announcement graphics and visual assets for the Simpson Strong-Tie, home page to support fast-moving marketing campaigns within a high-traffic digital retail environment.

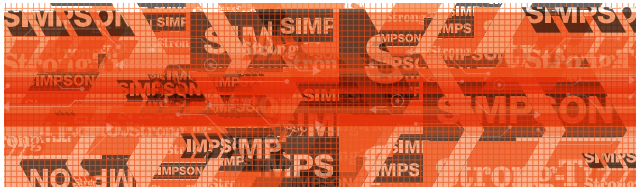
Result: The work focused on translating product promotions and corporate announcements into clear, structured homepage modules that communicate quickly and effectively.

I designed a range of visual assets including hero banners, promotional callouts, and modular content blocks optimized for responsive performance across desktop and mobile.













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My eGolfgane
Social Media Platform
myegolfgame.com

Role: Creative Director

Goal: Design an engaging social platform for golf enthusiasts that encourages community interaction, content sharing, player networking, and event participation through an intuitive user experience.

Result: Created a cohesive brand and digital experience that balances usability, functionality, and visual appeal. Through streamlined navigation, responsive design, and community-focused features, the platform enhanced user engagement, simplified content discovery, and fostered a connected online golf community across desktop and mobile devices.

myeGolfgame.com















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Compas RMS Software UI
Meyer Sound

Role: SGD

Goal: Direct the creation of lean intuitive, visually cohesive user interface (UI) that balances complex functionality with user-friendly interaction for Compas RMS, Meyer Sound's advanced room measurement and acoustic management software.

Result: The design emphasizes precision, clarity, and real-time usability reflecting Meyer Sound's reputation for technical excellence and professional reliability.



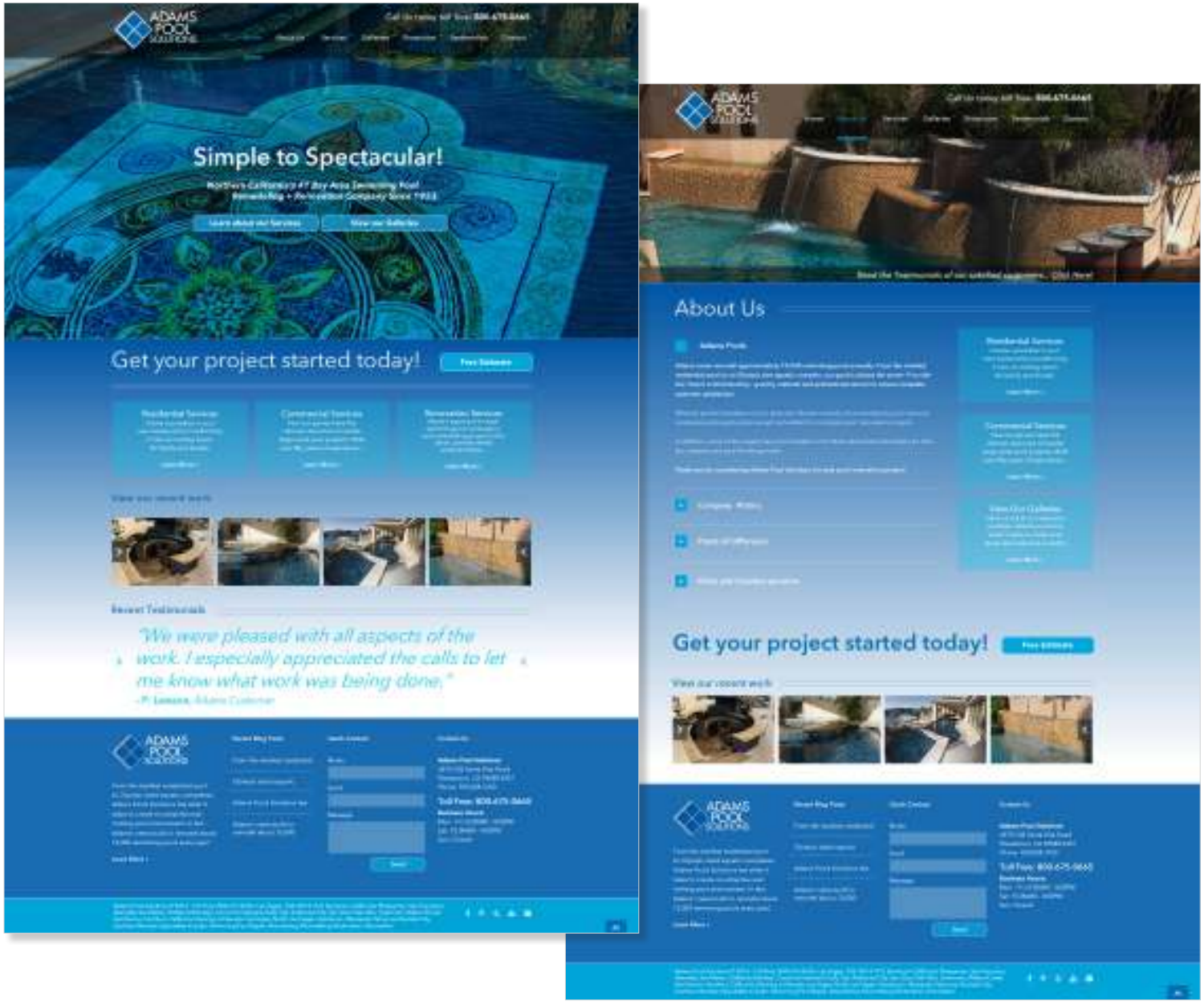
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Adams Pool Solutions
adamspools.com

Role: Creative Director

Goal: Design a modern, customer-focused website that showcases Adams Pool Solutions' services, craftsmanship, and project portfolio while providing an intuitive user experience that drives inquiries and engagement.

Result: Created a cohesive digital experience that combines engaging photography, clear navigation, and interactive content to highlight services, project galleries, and customer resources. The design modernized the brand's online presence, improved usability, and enhanced customer engagement across desktop and mobile platforms.



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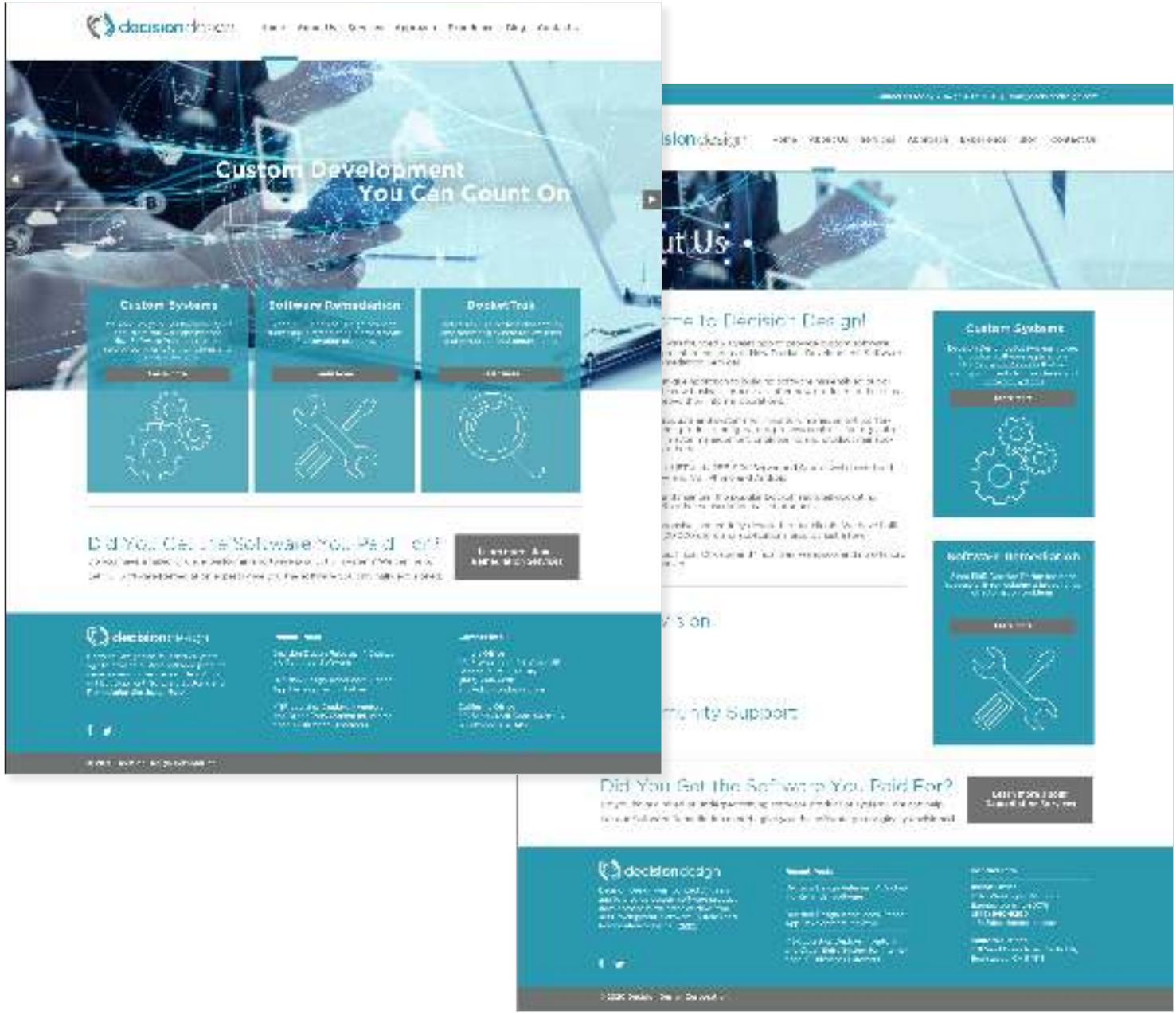
Decision Design Website Design

Decision Design Corporation

Role: Creative Director

Goal: a modern design that clearly communicates the company's expertise in legal software solutions, docketing systems, and process optimization through an end-to-end design of the Decision Design Corporation website.

Result: The design balances technical authority with approachable clarity, ensuring a seamless experience across desktop and mobile platforms while highlighting key services and client solutions.



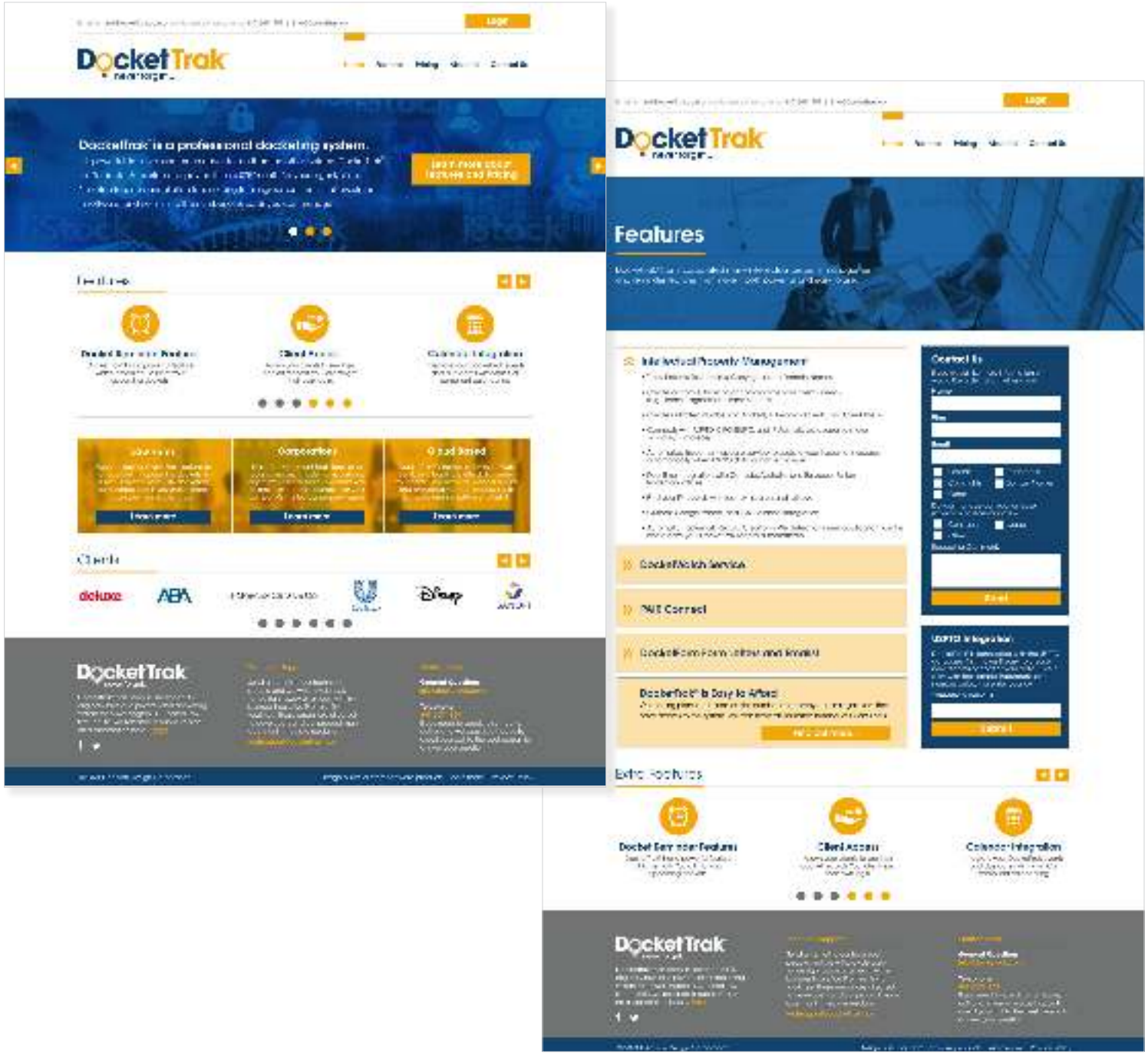
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Docket Track Website Design
Decision Design Corporation

Role: Creative Director

Goal: A clean, intuitive, and professional website interface for Docket Track's customer base of legal professionals. Create the website from concept to completion. DT is a legal docketing and case management software platform — a tool used by law firms, corporate legal departments, or solo practitioners to organize, track, and manage legal deadlines, documents, and case events in one place.

Result: A cohesive visual system that communicates trust, efficiency, and accessibility, integrating typography, color, and interactive elements to enhance usability across desktop and mobile platforms. The design emphasizes clarity, functionality, and brand alignment, that supports user engagement and conversion.



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VIDEO

Today video is a dynamic storytelling medium used to communicate brand messages, evoke emotion, and engage audiences across digital and physical platforms.

My goal as a senior graphic designer, is to video showcase expertise in motion graphics, animation, and cinematic design, demonstrating the ability to translate brand identity into compelling visual narratives that resonate, inform, and inspire.

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Duran Duran Duran Tribute Band, Promo Video, Hungry Like The Wolf
Role: Producer and Video Editing
Link: https://youtu.be/osQASnWHDnQ?si=Tr2rGtQ0G8tvEEh3

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Duran Duran Duran Tribute Band, Promo Video, Notorious
Role: Producer, Video Editing
Link: https://youtu.be/4KCDO2uvZ9Y?si=0y3SNTVPaqVUxmaS

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Duran Duran Duran Tribute Band, Promo, Yoshi's, Oakland, CA
Role: Producer, Video Editing
Link: https://youtu.be/tbz9LchRtuA?si=izMWeLPB8TaKlZ5h



Duran Duran Duran Tribute Band, Promo, Rockstar Bar, Las Vegas, NV
Role: Producer, Video Editing
Link: https://youtu.be/hbb_LA2QV_I?si=D-SczWM3GkSg2gS9



Duran Duran Duran Tribute Band, Promo, Rockstar Bar, Las Vegas, NV
Role: Producer, Video Editing
Link: https://youtu.be/I18lIXYDICQ?si=zPHHCX7PQHk4LIQG



Duran Duran Duran Tribute Band, Promo, Retro Junkie, Walnut Creek. CA
Role: Producer, Video Editing
Link: https://youtu.be/O9x4jg50mKw?si=iGEBDUfERTIPEHGo

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LOGOS

Logo design is the strategic creation of a visual symbol that represents a brand's identity, values, and personality.

My goal as a designer is to demonstrate the ability to distill complex brand stories into simple, memorable, and versatile marks that work across print, digital, and experiential touch points, reinforcing recognition, trust, and emotional connection with the audience.

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Logo Design

Clients: Colonis Golf Classic, The Polished Pineapple, Xoma Therapeutics Adapt Platform, SST Building The Future Campaign

Role: Creative Director

I create logos that do more than identify—they establish position, build credibility, and serve as the foundation of a brand experience.

As Creative Director, I lead each engagement from strategy through execution, aligning business objectives with purposeful visual solutions.

My process begins by uncovering what makes a brand distinct, then translating that insight into identity systems that are simple, memorable, and built to endure.

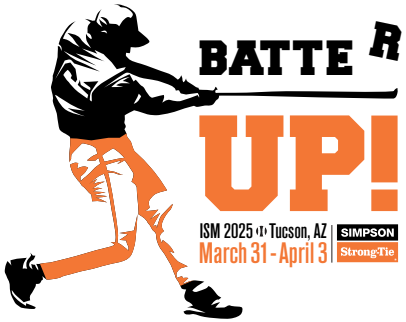
Over the course of my career, I have developed brand identities acros corporate, construction, healthcare, technology, and entertainment sectors.

While each required a unique voice and market presence, all were grounded in strategic thinking, clarity, and lasting design principles.

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Pebble-Plus®
Spectacular pool finishes

DocketTrak®
never forget...



SPRING
DENTAL
FAMILY + COSMETIC DENTISTRY

Daisy Borba
PLEASANTON MANAGEMENT

UENO
CENTER
Dental Specialists

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Logo Design









Role: Creative Director

I create logos that do more than identify—they establish position, build credibility, and form the foundation of a brand's visual identity.

As Creative Director, I led the development of brand identities across corporate, construction, healthcare, technology, and entertainment sectors. Each project required a distinct voice and market presence, guided by a strategic process that transformed business objectives into clear, memorable, and enduring visual systems.

Selected Clients: Pebble Plus, DocketTrack, Simpson Strong-Tie (ISM Convention & Orange Grove Innovation Team), Daisy Borba Property Management, Ueno Center Dental Specialists, Ruby Party Band, My Exchange, Gilead Sciences, and FilmMates Entertainment.

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CAMPAIGNS

As a Senior Graphic Designer, I develop and execute integrated marketing campaigns that connect brand strategy with compelling visual storytelling.

My work spans digital, print, social media, email marketing, outdoor advertising, and promotional materials, ensuring a cohesive brand experience across every touchpoint. I collaborate closely with marketing teams, stakeholders, and creative partners to transform campaign objectives into engaging visual solutions that drive awareness, engagement, and measurable results.

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Babylon A.D. Live@XXV
Client: Babylon A.D.

Role: Creative Director

Goal: As a founding member of Babylon A.D. and Senior Graphic Designer, I led the creative direction and design of the Live@XXV album campaign, celebrating the band's Silver Anniversary 25-year milestone.

The objective was to honor the band's legacy while creating a cohesive visual identity that would engage both longtime fans and new audiences across multiple promotional channels.

Result: Developed and executed a comprehensive campaign spanning album packaging, CD artwork, concert posters, advertising, social media graphics, merchandise, and tour marketing materials.

Drawing from archival photography and live-performance imagery, the visual identity captured the band's high-energy hard rock spirit while creating a unified brand experience that supported the album release, increased fan engagement, and strengthened the band's presence during its anniversary celebration.

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Adams Pool Solutions Brochure, Tradeshow Booth Website.
adamspools.com

Role: Creative Director

Goal: Create a unified brand experience across print, environmental, and digital touchpoints that showcases Adams Pool Solutions' craftsmanship, services, and 70-year legacy while driving customer engagement and lead generation.

Result: Led the creative direction and design of a fully integrated marketing system, including the corporate website, sales brochure, and tradeshow booth graphics.

Developed a cohesive visual language featuring immersive photography, clear messaging, and intuitive user experiences that elevated brand perception, improved customer engagement, and delivered a consistent presence across digital and physical environments.



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ISM 2023
Sales Convention
Branding Campaign
Simpson Strong-Tie

Role: SGD

Goal: Create a unifying convention brand that energizes national sales teams, showcases new products and innovations, and reinforces Simpson Strong-Tie's core values of strength, reliability, and performance.

Result: Developed a comprehensive event identity and experiential branding campaign built around the theme "Onward and Upward."

The visual system was applied across environmental graphics, presentations, wayfinding, signage, apparel, and event communications, creating a cohesive and engaging attendee experience.

The campaign inspired team alignment, celebrated innovation, and strengthened brand culture through immersive storytelling and consistent visual execution.







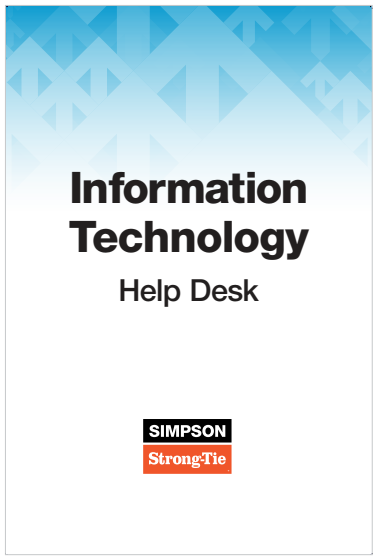




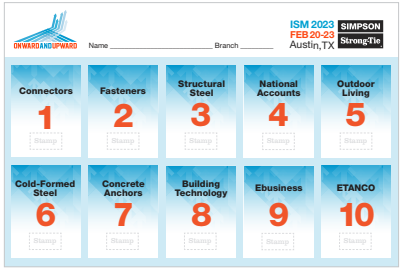


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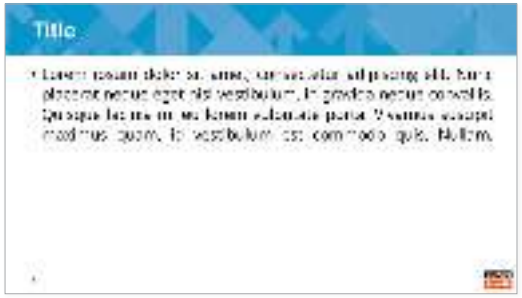
















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Logo, Stationery System, PowerPoint Deck, Website Branding Campaign
BioMaris

Role: SGD

Goal: Develop a comprehensive brand identity for BioMauris that communicates its mission of delivering transparency through technology while establishing a professional and credible presence across print and digital platforms.

Result: Created a cohesive visual identity system spanning logo design, corporate stationery, presentation materials, and website design.

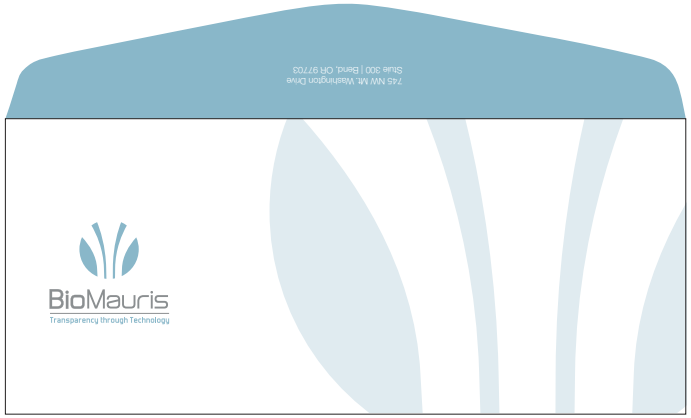
The brand was built around a clean, modern aesthetic that conveys innovation, trust, and professionalism, providing BioMauris with a consistent and scalable foundation across all customer touchpoints.





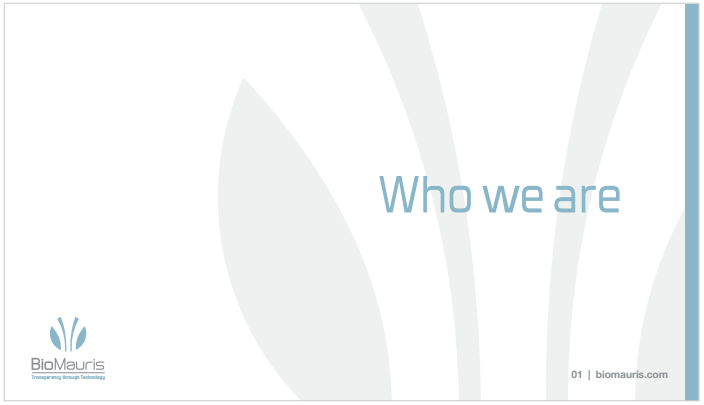






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JAMES PACHECO | SENIOR GRAPHIC DESIGNER

CONTACT

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