JAMES (JAMEY) PACHECO

Art Director | Senior Graphic Designer | Brand & Visual Design Leader

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PROFESSIONAL SUMMARY

Art Director, Senior Graphic Designer, and Brand Design Leader with 20+ years of experience building brands, leading creative teams, and developing scalable visual systems across digital marketing, print, web, UI/UX, presentations, experiential, signage, and event environments. Hands-on leader directing teams of 10–15 designers and partnering with project managers, engineers, marketers, vendors, and stakeholders to translate business objectives into high-impact creative solutions. Expertise includes brand identity, campaign design, creative direction, print production, prepress, and digital asset development.

TECHNICAL & CORE COMPETENCIES

- Leadership & Strategy: Creative Direction, Art Direction, Brand Strategy, Brand Identity, Visual Strategy, Design Systems, Brand Governance, Cross-Functional Leadership, Creative Operations, Team Leadership, Vendor Management
- Digital Marketing & Brand: Campaign Design, Digital Marketing, Social Media Creative, Presentation Design, Marketing Communications, Brand Guidelines, Digital Asset Management (DAM)
- UI/UX & Web Design: Figma, Wireframing, Prototyping, User Flows, Journey Mapping, Interaction Design, WordPress, Wix
- Software & Design Tools: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Acrobat), Microsoft PowerPoint, Canva
- Generative AI: Adobe Firefly, ChatGPT, Midjourney
- Print & Production: Typography, Layout Design, Packaging, Prepress, Color Management, Print Production, Large-Format Graphics, Signage, Environmental Graphics, Experiential & Event Graphics, Vendor Coordination

PROFESSIONAL EXPERIENCE

SIMPSON STRONG-TIE | Pleasanton, CA | Brand Identity Manager | May 2013 – Oct 2025

- Led enterprise brand identity and scalable design systems across digital, print, web, marketing, presentations, catalogs, trade shows, and experiential channels
- Directed 10–15 designers across brand, digital, print, catalog, environmental, and trade-show initiatives from concept through production
- Partnered with project managers, engineers, marketing teams, stakeholders, vendors, and production partners to translate complex technical requirements into high-performing visual communications
- Developed brand standards, typography systems, color palettes, templates, and production guidelines used by 15 designers, reducing recurring production time by approximately 80%
- Directed 10 annual catalogs and publications totaling approximately 375 pages, overseeing brand governance, layout, prepress, print production, vendor coordination, and quality control
- Designed the 70th Anniversary Connectors Catalog cover and feature spreads within a two-week timeline, delivering an on-time print and digital launch
- Created integrated communications across print, digital marketing, presentations, packaging, signage, large-format graphics, trade shows, and environmental applications

OHLONE COLLEGE | Fremont, CA | Graphic Design Instructor | Jan 2003 – Dec 2020

- Taught graphic design to cohorts of approximately 25 students through studio instruction, demonstrations, software training, critiques, and hands-on assignments
- Instructed core visual communication principles including grid systems, composition, typography, kerning, hierarchy, readability, and visual storytelling
- Trained students in Adobe Creative Cloud (Photoshop, Illustrator, InDesign), emphasizing technical proficiency and industry-standard production practices
- Led weekly critiques and capstone portfolio reviews, mentoring students in concept development, presentation skills, and professional portfolio development

J. PACHECO VISUAL COMMUNICATION | Pleasanton, CA Creative Director | May 1999 – Jun 2013

- Directed multi-channel brand identity, digital marketing, UI/UX, web, print, presentation, and marketing communication programs across technology, healthcare, pharmaceutical, and software industries
- Led projects from creative strategy and concept development through design, production, vendor coordination, and final delivery while maintaining brand consistency
- Delivered approximately 63 projects annually while managing scope, budgets, client relationships, production schedules, vendors, and creative deliverables
- Developed brand identities, visual systems, websites, user interfaces, marketing collateral, presentations, and integrated campaigns supporting client objectives

MEYER SOUND | Berkeley, CA | Senior UI & Visual Designer | Jan 2012 – Dec 2012

- Established a user-centered design process that streamlined workflows, accelerated decision-making, and improved UI consistency across digital products
- Designed low- and high-fidelity interfaces, wireframes, user flows, interaction concepts, and interactive prototypes for complex product requirements
- Collaborated with product and technical stakeholders to translate functional requirements into intuitive, visually consistent digital experiences

DECISION DESIGN CORP. | Pleasanton, CA | Art Director & UI Designer | Jul 2000 – Feb 2009

- Directed creative strategy, visual design, and UI/UX development for enterprise SaaS software and web-based technology products
- Collaborated with software engineers to define application workflows, interaction patterns, information hierarchy, and user interface behavior
- Developed visual systems and digital experiences balancing brand objectives, usability, technical requirements, and consistent execution

ADDITIONAL EXPERIENCE

BABYLON A.D. | San Francisco Bay Area, CA | Recording Artist / Drummer | Jan 1986 – Sep 1993

- Founding member and touring musician signed to Arista Records, with experience in audience engagement, entertainment branding, creative storytelling, visual communications, and artistic collaboration

EDUCATION & HONORS

B.S., Graphic Design — San Jose State University | San Jose, CA | 1996-1999

A.A. (Honors), Fine Arts & Graphic Design — Ohlone College | Fremont, CA | 1993-1996

Best of Show — 10x10 Trade Show Booth — SUPERCOMM 2004 McCormick Place Chicago, Calix Networks