**Christopher Pineda**

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Creative Services Professional | Visual Storyteller | Branding Specialist

**PROFILE**

Creative problem-solver with over 20 years of experience shaping brands, leading design strategy, and producing engaging marketing materials across hospitality, agency, and nonprofit sectors. Known for blending strong visual instincts with an ability to lead projects from concept through completion—whether launching websites, refreshing legacy brands, or mentoring internal teams. Equally comfortable in fast-paced agency environments or independent production roles. Ready to bring sharp design thinking, versatility, and a fresh perspective to new challenges.

**PROFESSIONAL EXPERIENCE**

broughtonHOTELS – Huntington Beach, CA

* Manager of Creative Services | Sept 2008 – Present

Built and led the creative direction for the company’s boutique hotel portfolio, designing logos, websites, email campaigns, and social content. Partnered with hotel GMs, vendors, and stakeholders to evolve each brand’s identity and marketing strategy. Created digital education materials and internal programs that elevated team engagement and training consistency. Spearheaded internal team loyalty program design and led all vendor negotiations for marketing deliverables.

Hobbs Herder Advertising – Newport Beach, CA

* Graphic Designer | Feb 2006 – Jul 2008

Brought real estate agents’ personal stories to life through brochure and brand system design. Designed digital-ready mockups and campaign materials to support integrated marketing efforts.

Studeo – Irvine, CA

* Production Artist | Jun 2004 – Feb 2006

Supported a high-volume creative team with ad edits, layout refinement, and spec ad development.

**VOLUNTEER DESIGN WORK**

* St. Irenaeus Parish School – Fun Run T-Shirt Designer | 2023 – Present

Created annual event shirt designs that captured the spirit of the school’s community and boosted event visibility.

**EDUCATION**

BFA in Computer Arts – Academy of Art University | San Francisco, CA | 2001

**TOOLS & PLATFORMS**

Adobe Creative Suite · WordPress · Elementor · Mailchimp · Canva · Google Suite · Microsoft Office · Remote Collaboration Tools (Zoom, Slack)

**WORK STYLE & AVAILABILITY**

• Friendly and collaborative team player  
• Loves structure but thrives in creative chaos  
• Open to full-time, freelance, hybrid, or remote work opportunities