

Christopher Pineda

Creative Services Professional | Visual Storyteller | Branding Specialist
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Professional Experience

broughtonHOTELS

Manager of Creative Services

2008–current – Huntington Beach, CA

- Led creative execution across branding, web, and print for multiple boutique properties
- Helped develop internal training programs, including Peak Potential Pack
- Designed broughtonBUCKS team reward system from concept to print
- Created hotel signage, event collateral, and guest experience touchpoints
- Collaborated cross-functionally with marketing and ownership leadership

Hobbs Herder Advertising

Graphic Designer

2006–2008 – Newport Beach, CA

- Designed brochures and identity materials for real estate professionals
- Created direct mail campaigns and web mockups
- Maintained visual continuity across large-volume client assets

Studeo

Production Artist

2004–2006 – Irvine, CA

- Adapted and versioned direct mail ads for multiple formats and markets
- Assisted in concept mockups and layout variations for client presentations

Select Volunteer Work

St Irenaeus Parish School

Fun Run Shirt Designer

(2024-present)

- Designed annual shirt artwork for school-wide community fundraising event
- Managed concept, illustration, layout, and vendor-ready file delivery

Core Skills & Tools

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat)
- Canva
- Mailchimp
- WordPress
- Elementor
- Google Workspace (Docs, Sheets, Slides)
- Microsoft Office (Word, Excel, PowerPoint)
- MacOS & Windows
- Print Production Prep
- Digital Layout Systems

Education

BFA, Computer Arts

Academy of Art University – San Francisco, CA