

# Tom Pipinou

352 La Strada Dr, #24 • San Jose, CA • 408.390.8067 • tompipinou@gmail.com

## PROFILE SUMMARY

### CREATIVE ART DIRECTOR and VISUAL DESIGNER

Highly skilled artist with over 20 years experience in Creative Art Direction, Visual and Graphic Design, Marketing Communications and Project Management.

Experienced in web design, print collateral, out-of-home (OOH) media, photography, audio editing, UX / UI, brand building, project production. Management and direction to vendor and outsource resource for tech industries and consumer companies.

Expert at developing high conceptual imagery, typography and illustration art from minimum verbal description.

- Exceptional creative skills in photography, layout design, typography and illustration
- Design corporate and product identification, branding guidelines and policies
- Creative lead, and support team members, art direction, from concept to delivery
- Design for global collateral, trade shows, magazine, pubs in multiple delivery platforms
- Manage in-house and remote workforce to insure and reflect brand consistency across business units or divisions
- Experienced with copywriters, program managers to C-levels, in multi-concepts, using best ethics practices
- Markets: consumer advertising, enterprise s/w, SAAS, financial, manufacturing, health care, gaming hospitality, agriculture, defense, GPS/GNSS and non-profit
- Manage global resources for trade shows, web and print in multiple languages
- Track contract employees: creatives, writers/editors, UX/UI developers, for mobile devices and e-pubs & flip books
- Expert level Adobe CC: InDesign, Photoshop, Illustrator, web editors, library and third party s/w

## PROFESSIONAL EXPERIENCE

### PRINCIPAL and CREATIVE ART DIRECTOR

2005 – Present

*Technology&more Magazine*

NorthstarStudio.com

San Jose, CA

### SR. ART DIRECTOR / CREATIVE DIRECTOR

2000 – 2005

Trimble Navigation LTD,

Sunnyvale, CA

- Art Director and production for Technology&more Magazine, for print, mobile device, e-zine for world-wide distribution in multiple languages and formats
- Designed for all media formats, advertising layout, content, infomatics and web UX/UI design development. Hire freelance photographers / illustrations
- Creative Director for worldwide marketing communications. Organized creative freelancers for business unit and corporate department projects
- Managed and oversaw various collateral including corporate editorial, product and annual reports, multi-media, and broadcast visuals
- Implemented a comparative and competitive bid system for screened vendors that yealds substantial production and shipping cost

PRINCIPAL, PHOTOGRAPHER  
SR. ART DIRECTOR,  
1990–1994  
Northstar Studio, Inc.  
New York, NY

- Photographer and manager specialized in consumer advertising, trade and retail print pubs: managing studio staff and support specialists for large national brand names and advertising agencies
- Consultation: full services design for all marketing, advertising and sales needs
- Partial list of clients/companies: Macy\*s, J.C. Penny, Bloomingdales, Dillards, Carson Perie Scott, ABC, Sony, Hanover Direct, CitiBank, Pfizer and United Way

## EDUCATION & CREDENTIALS

- Pratt institute, Advanced studies in multiple core art, techniques and media disciplines
- Professional Affiliations: Member ASMP, NY Art Directors Club, West Coast A.D. Club
- Awards for advertising and photography including NY Art Directors Club, 2 Clios, American Design Awards, several JOEY and appeared in other trade design publications and printers
- Master Scuba / Instructor (PADI, NAUI, IANTD): Underwater film & photographer
- Fine artwork shown in numerous books, art publications, galleries, major and second tier museums world-wide

## PORTFOLIO

- <http://www.northstarstudio.com>  
<http://www.northstarstudio.com/portfolio>  
<https://www.linkedin.com/pub/tom-pipinou/4/966/9a5>

