

EDGAR PARDO

Creative Director — AI-Integrated Creative Systems

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Creative Director with 25+ years building trusted brand systems for Fortune 500 and category-defining enterprises — Cisco, VMware, HPE, Salesforce, Wells Fargo, AT&T, Samsung — the institutional credibility a fast-scaling company needs on its path from beloved tool to enterprise-grade platform. Engineering-trained (B.S.E.E., USC) and hands-on by nature, I apply that same rigor to how creative work gets made: currently building AI-agent workflows inside Cisco's design system that let a small team produce at enterprise scale without losing brand integrity. Undo, versioning, and non-destructive layers solved creative risk years ago; what AI actually unlocks is time — real parallel production in place of one person's linear output. That's the shift I'm leading.

Trusted by: Cisco · VMware · HPE · Salesforce · Wells Fargo · AT&T · Samsung · Broadcom · Autodesk · eBay

CORE EXPERTISE

AI-Integrated Creative Systems

Figma AI-agent workflows, repeatable AI production patterns, brand-safe AI evaluation & rollout, creative-AI point of view

Design & Production

Branding/identity, presentation design (PPT/Keynote/Slides), infographics & data viz, digital/print/ecommerce

Enterprise & Fortune 500 Brand Trust

25+ years building brand systems for Cisco, VMware, HPE, Salesforce, Wells Fargo, AT&T, Samsung, Broadcom, and Autodesk

Tools

Figma, Adobe Creative Suite — Photoshop/Illustrator/InDesign, PowerPoint/Keynote/Google Slides

Creative & Brand Leadership

Campaign strategy, team building, budgeting/scoping, executive & client presentation

Expanding Into

Midjourney, Firefly, Runway, and AI image/video generation — active training in progress alongside current AI-systems work

EXPERIENCE

Creative Director — Tendo Communications, San Francisco Bay Area

Mar 2016 – Present

- Lead creative for Tendo's enterprise client roster — Cisco, VMware, HPE, Broadcom, Salesforce, Samsung, Citrix, Okta, Hitachi, Arm, Autodesk, Western Digital, BMC, CA Technologies, Sodexo, Houlihan Lokey, Keysight, Quip — owning creative from concept through execution across content strategy, demand generation, and thought leadership programs.
- Primary creative lead for Cisco (the agency's most significant client of the past 4–5 years): direct creative across multiple Cisco business units, working within Cisco's Figma-based design system to build AI-agent-assisted workflows that streamline and accelerate delivery. Recent work includes the Cisco LA28 Olympic Partnership microsite, the Cisco 360 partner site revitalization, the Partner Journey interactive microsite, and ongoing co-branded SMB campaign production.
- Leading the studio's shift to AI-integrated production — building repeatable Figma AI-agent patterns and evaluating AI-ready tools/platforms, with the goal of a brand-level AI-assisted creative platform for Tendo and its clients.
- Directed the full creative migration of Keysight's rebrand — auditing, translating, and migrating legacy brand assets into the new identity — establishing a repeatable workflow now used for large-scale brand migrations.
- Built and lead a lean team (self + 2, plus freelance support) producing roughly 8 major enterprise campaigns, dozens of ebooks and infographics, and hundreds of banner/email assets annually across VMware, Sodexo, Samsung, Okta, Arm, and BMC — with consistently strong client satisfaction.

Creative Director — RBG Advertising, Walnut Creek, CA

Jun 2014 – Sep 2015

- Led a small creative team building consumer-facing brand and direct-response campaigns for Duraflame, HearUSA, and Miramar Labs (miraDry).
- Directed Miramar Labs' full brand repositioning — new style guide, creative guidelines, and launch campaign.
- Rebuilt Duraflame's ecommerce site and created a new templatable email system supporting year-round seasonal campaigns across paid, organic, and email.
- Delivered HearUSA's seasonal lead-generation campaigns across digital and print — up to 50 print variants per campaign.

Senior Art Director — Rauxa, San Francisco, CA

2012 – 2013

- Led integrated direct marketing campaigns for Bank of the West, Farmers Insurance, Sears/Kmart, WellCare, and WEN by Chaz Dean (Guthy-Renker).
- Directed Dentegra's full brand guideline and video concept — corporate identity, brand vocabulary, and applications for the new dental insurer.
- Led exploration into dynamically generated, rebranded documents for Farmers Insurance.

- Delivered creative direction and campaign work for CBS Interactive (CBS.com, GameSpot, CHOW), West Elm's customizable-product ecommerce experience, PetSmart's "Inspired by Pets" interactive site, and Prologis's site redesign and marketing programs — with additional contributions to Edelman Digital, MRM, Design Reactor, and Palmer Ad Agency.
- Built a systematic, automated collateral-generation process (Word-to-Adobe template automation) for Prologis.

PRIOR EXPERIENCE

Senior Interactive Art Director, CatapultWorks (2009 – 2010) — led digital/print campaigns and interactive kiosk experiences for enterprise B2B clients including Juniper, Citrix, VMware, McAfee, Seagate, and Xilinx.

Associate Creative Director, DMNA Advertising (2008 – 2009) — created the San Jose Sharks' anniversary logo (center ice, full season) and led Easton Hockey's 120+ SKU product site redesign for the #1 hockey brand (70%+ market share); additional work for AT&T and NEC Electronics.

Creative Director, San Jose Convention & Visitors Bureau (2003 – 2008) — led brand and marketing for the city's convention/cultural facilities under Team San Jose; built a revenue-generating advertising program on the bureau's site and led creative for the Silicon Valley Football Classic bowl game for three years.

Creative Services Manager, SS8 Networks (2002 – 2003) — built the company's full corporate identity, website, and sales/marketing system starting from a single logo.

Corporate Art Director, Securify, Inc. (2000 – 2002) — built brand and go-to-market creative for a network-security company founded by Taher Elgamal (creator of SSL, former Netscape chief scientist).

Co-Founder, Xeno Design Group (1995 – 1999) — co-founded and grew a design agency from 3 to 6 people; clients included Wells Fargo Personal Banking (one of its earliest web experiences) and Macromedia (Director, Flash, Shockwave, Authorware).

EDUCATION

University of Southern California — B.S., Electrical & Electronics Engineering, 1992

Includes a full-time engineering co-op semester with Walt Disney Imagineering, designing animatronics control-box specifications — one design built and installed at Disneyland.