EDGAR PARDO

Creative Director — AI-Integrated Creative Systems

San Francisco Bay Area | 415-412-6302 | edgarp@smarvelous.net | portfolio.smarvelous.net | linkedin.com/in/edgarpardo

Creative professional with 25+ years building trusted brand systems for Fortune 500 and category-defining enterprises, now driving the shift to AI-integrated creative development and execution. Engineering-trained (B.S.E.E., USC) and hands-on by nature, I bring that same rigor to how creative gets made: building AI-agent workflows, engineering prompts, and applying machine-learning and generative models so small teams can produce at enterprise scale without losing brand integrity. Fluent across every marketing channel, I'm looking to keep building brands at any stage, for any audience.

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

CORE EXPERTISE

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

Enterprise & Fortune 500 Brand Trust
25+ years building brand systems for Cisco, VMware, HPE, Salesforce, Wells Fargo, AT&T, Samsung, Broadcom, and Autodesk

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

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

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

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.

Freelance Creative Direction — Independent, San Francisco Bay Area *2011 – 2012*

- 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.