

**PRINCIPAL** • NEIL PINCHIN DESIGN · 2000 – present
Ongoing contract, and consulting work in the Real Estate, technology, financial and information design fields.
**Areas of work:** UI/UX, wireframing, logos and branding, illustrations and information graphics, marketing. **Clients include:** Nimbold LLC., WFG National Title, Syntiant LLC, RED – Real Estate Digital, BHHS Real Estate, Re/Max, Policymap.com., shop/eat/surf.com, Agent Evolution.

**VP & CREATIVE DIRECTOR •** REALTORS PROPERTY RESOURCE · 10 years
RPR is the National Association of REALTORS’ technology division. Delivering exclusive tools, data and services for over 1.3M members with access to exclusive property data via the RPR website and mobile app.
**Creative lead - UI/UX:** Led the discussion and develop the design, UX and UI standards for all products.

**Mobile Product Management:** Led cross-functional/divisional team to envision, design, develop and launch RPR’s mobile and tablet apps (IOS and Android). Increased overall usage by 30%.
**Branding and Marketing:** Created and implemented branding solutions for RPR across all platforms.

PAST

**ART DIRECTOR**  • CYBERHOMES.com · 2 years
Product, marketing, UX and UI design for a national Real Estate website.

**CREATIVE DIRECTOR** • OC REGISTER/FREEDOM COMMUNICATIONS · 10 years
Led an award-winning team of 30 editorial designers and graphics reporters. Creative lead for all online, new products and redesign initiatives.

**ART DIRECTOR**  • LOS ANGELES TIMES · 1 year
Editorial design (features) and redesign.

**DESIGN SUPERVISOR** • BOSTON GLOBE · 9 years
Editorial design, information graphics, and new product development.

Available upon request

REFERENCES

**CERTIFIED SCRUM PRODUCT OWNER (CPSO)**
Scrum Alliance · 2018

**BA (HONS) SCIENTIFIC & TECHNICAL GRAPHICS**
Plymouth University · UK · 1986

EDUCATION

**SVP & CREATIVE DIRECTOR**  • WILLISTON FINANCIAL GROUP · 2020 – 2023
WFG is the nation’s 6th largest Title Insurance Company with close to $1B in revenue.
**Creative lead - UI/UX/Design:** Developed and implemented the visual language, design standards and user experience for all platforms. Worked with cross-functional teams and product managers to define requirements, UI/UX solutions and expectations, and with developers to implement appropriate, usable, and cost-effective solutions.
**Branding and Marketing:** Led the marketing team to create and implement branding solutions for WFG across all platforms; from concept to creation of all marketing, branding, guidelines, websites, collateral and advertising campaigns. Rebranded multiple WFG products and services.

RECENT

As an award-winning designer, I am the visual and creative interpreter between clients and audiences.
Whether it’s a rebrand, a website, a mobile app, an infographic, or a print marketing campaign, I strive for simplicity over embellishment, and understanding over bells and whistles.
I thrive in a fast-paced environment, have extensive experience in the Real Estate and News arenas and understand the balance between corporate accountability and startup enthusiasm.

# SUMMARY

LINKEDIN: NEIL PINCHIN ∙ 03/2023

As an award-winning creative director, I am the visual interpreter between clients and their audiences.
Whether it’s a new logo, a website, a mobile app, an infographic, or a print marketing campain, I strive for simplicity over embellishment and understanding over bells and whistles. I thrive in fast paces environments and understand the balance between corporate accountability and startup enthusiasm.

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Neil Pinchin