



Diego Vainesman, design director

He runs his own design studio, 40N47 Design, Inc., based in New York City, and previously served as Design Director at MJM Creative.

As an educator, he has taught courses such as *Type: Bridging Image and Context* in the MFA Visual Narrative program at the School of Visual Arts, *Graphic Design* at Pratt Institute, and *Portfolio* at Parsons School of Design. He also conducts design and branding workshops across Latin America, the Caribbean, Europe, and Asia.

A frequent judge for design competitions, he also gives talks and curates exhibitions. Notably, he curated the Iberoamerican Branding exhibition for Iberoamérica Diseña, showcased at the Madrid Gráfica Abierta Expo.

Diego is the first Latin president of the Type Directors Club (TDC), where he developed master classes tailored to diverse audiences. He currently serves as the TDC's liaison for Latin America.

Through Kickstarter, he recently published *Logo: The Face of Branding*, a book featuring interviews with 40 designers from five continents. Additionally, he contributed as the New York correspondent for *tipoGráfica*, an Argentinian magazine dedicated to typography and design (1987–2007) and to the book *Tipografía Latinoamericana*.

Clients include: American Express, Atlas Construction, Art Deco Society of New York, Behrman House, Blue Apple Books, Canon, Formica, Hotel Palacio del Inka, Hotel Paracas, Hotel Tambo del Inka, IBM, John Wiley & Sons, New York State Democratic Committee, Pfizer, Print Magazine, Saturn, Sixth Vowel, Subaru, The Bronx High School of Science, Type Directors Club and Zenith Optimedia.

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Diego Vainesman

A highly accomplished design director with extensive experience across all facets of design, including corporate identity and typography. Proficient in both print and digital media, I have successfully managed large-scale, high-visibility events. My expertise encompasses all aspects of graphic production, along with a strong track record in managing complex projects and both in-house and freelance design teams.

40N47 Design 2007 to present. *Principal*

Lead the design of brand identities, websites, and apps, overseeing the production of all visual elements for trade shows, corporate meetings, product launches, and industry events.

- Notable clients include Computer Associates, M&M Mars, Balenciaga, and Bronx High School of Science.
- Collaborated effectively with producers, creative directors, and third-party vendors to ensure quality control, integration, and consistency across all projects.
- Championed a fully integrated approach across digital, print, and broadcast mediums.

Starwood Hotels

- Designed and supervised the production of all visual elements, including logotypes for the Luxury Collection Hotels and their environmental graphics.
- Key projects include the Tambo del Inka Hotel, which was voted Best Hotel in South America and #9 in the world (Trip Advisor Travelers' Choice 2012), and the Palacio del Inka Hotel, which ranked #6 in South America (2012).

Type Directors Club

- Officer, President, Chairman of the Board, and actual Liaison to Latin America.
- Developed Master Classes for a global audience and designed collateral materials for the organization.

Academic Involvement

- Invited to deliver lectures and lead design workshops across Europe, Latin America, the Caribbean and Asia.
- Featured as one of 42 Latin writers in *Tipografia Latinoamericana*.

Publishing

- Recently published the book *Logo: The Face of Branding* through Kickstarter, which includes interviews with 40 designers from five continents.

MJM Creative Services 1999-2007. *Design Director*

Designed and managed the production of all visual elements for trade shows, corporate meetings, product launches, and industry events.

- Worked with clients such as American Express, Canon USA, IBM, Lucent Technologies, Merck, and Pfizer.
- Ensured consistency of visual elements across events in the U.S., Latin America, Asia, Europe, and Canada.
- Oversaw client initiatives with budgets ranging from \$1M to \$12M.

Key Achievements

- Served as a core member of the New Business Team, leading visualization and design efforts.
- Designed all visual content for the Canon Expo, a 130,000 sq. ft. exhibition at the Javits Center showcasing Canon's products and services.
- Developed and directed the production of visual elements for IBM's prestigious Global Recognition Events.
- Created meeting logos, event graphics, print materials, multimedia presentations, and broadcast content for various product launches.

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References available upon request