

JUAN CARLOS PAGAN  
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## EXPERIENCE:

**DDB**, New York, NY.  
Designer, August 2011–Present  
Developed and designed identity systems, posters, and print campaigns for clients including Tropicana, New York Lottery, RoC, and The Art Directors Club.

**PAGAN & SHARP**, Brooklyn, NY.  
Partner & Creative Director, September 2011–Present  
Design and directly oversee all work including typeface design, custom lettering, identity, and poster design.

**MTV**, New York, NY.  
Art Director & Senior Designer, November 2009–September 2011  
First creative hire for MTV Scratch. Responsible for concepts and design development for all new and existing business ventures. Oversaw all design work consisting of identity, pitch, packaging, broadcast, guerilla, and interactive design.

**G2 BRANDING & DESIGN**, New York, NY.  
Art Director & Designer, July 2006–November 2009  
Created posters, print ads, and point-of-sale materials for a variety of clients, including Absolut Vodka, Fris Vodka, Pantone, Tishman Speyer, Heineken, The Developers Group, Amstel, and New Castle.

**HAPPYVIPER**, New York, NY.  
Art Director & Designer, April 2006–May 2008  
Designed websites, posters, packaging, and identity systems. Worked with organizations and start up companies such as the Sean Kimberling Testicular Cancer Foundation.

**OGILVY & MATHER**, New York, NY.  
Design and Art Direction Intern, September 2005–January 2006

**DRAFTFCB**, Seattle, WA.  
Design and Art Direction Intern, May 2005–August 2006

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## SOFTWARE:

Adobe Creative Suite, Fontlab, Superpolator, Prepolator, Metrics Machine, Final Cut Pro, and Microsoft Office Suite.

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## RECOGNITION:

Silver & Bronze International Young Guns Award, 2011

HOW Magazine Best Logotype, 2011

Ornelas Latino Advertising Scholarship Recipient, 2005

AAAA's Multicultural Advertising Intern Program, Summer 2005

Selected work featured in various blogs and magazines, such as Typographyserved, Designdefined, Notcot, Welovetypography, ffffound, Behance, Typographicposters, Underconsideration, Typetoken, and Computer Arts Magazine.

## EDUCATION:

**COOPER UNION (Type@Cooper)**, New York, NY.  
Postgraduate Certificate in Typeface Design . Inaugural class of the Type@Cooper Extended Program, September 2010–August 2011

**PARSONS SCHOOL OF DESIGN**, New York, NY.  
BFA in Communication Design, August 2002–May 2006

**ALTOS DE CHAVON SCHOOL OF DESIGN**, Dominican Republic.  
Typeface Design summer intensive, Summer 2005

**SCHOOL OF VISUAL ARTS**, New York, NY.  
Curatorial Studies, Summer 2010  
Typeface Design, Fall 2009

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## EXHIBITIONS:

**TYPE DIRECTORS CLUB**, New York, NY.  
Graduate Show, September 2011  
Type@Cooper Extended Program graduate exhibition.

**ART DIRECTORS CLUB 90<sup>TH</sup> CUBE PROJECT**, New York, NY.  
Group Show, September 2010  
Designers submit their artistic interpretations of the iconic Art Directors Club cube. Part of the 90 selected for the exhibition.

**EXQUISITE CORPSE EXHIBITION**, Newcastle, UK.  
Group Show, October 2010  
International group of designers invited to have a visual conversations.

**BRASILIA DICE 50**, Brasilia, BR.  
Group Show, May 2010  
50 Designers from across the globe asked to pay homage to the city of Brasilia and the legacy of Oscar Niemeyer. Hosted Brasilia Prima.

**THE BAD WORDS EXPERIMENT**, Brooklyn, NY.  
Group Show, February 2010  
Designed, and co-curated a collaborative exhibition made up of 20 Artists, designers, and photographers. Hosted by Creative Lab.

**TO DEATH WITH A SMILE**, Mexico City, MX.  
Group Show, April 2009  
International poster exhibition at the Mexican Museum of Design.

**CREATE DEMOCRACY EXHIBITION**, Newcastle, UK.  
Group Show, October 2009  
Group poster exhibition exploring the theme of democracy. Took place during the Newcastle Design Event 2009.

**SOMETHING DIFFERENT**, Queens, NY.  
Group Show, July 2009  
Group exhibition held at the APW gallery in Long Island City.

**THE SEND HELP PROJECT**, Brooklyn, NY.  
Group Show, March 2009  
Designed, and co-curated a collaborative exhibition made up of 15 Artists, designers, and photographers. Hosted by Creative Lab.

**COLUMBIA UNIVERSITY**, Queens, NY.  
MFA Thesis Show, May 2008  
Collaborated with photographer Diane Wah on her thesis, held at the Fisher Landau Center for Art in Long Island City.

**PARSONS SCHOOL OF DESIGN**, New York, NY.  
BFA Thesis Show, May 2006