

Lance Pilgrim

CREATIVE DIRECTOR

NEW YORK, NY

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EXPERIENCE

P&P Studio | New York, NY

Creative Director, Founding Partner

October 2014 - Present

- Lead a boutique agency creative team of 10, including mentoring young talent and integrating established professionals—while still being hands on when needed.
- 360° brand world building, executing down the line across all digital and physical touchpoints.
- Lead the creation of brand positioning and strategies, ensuring alignment between execution and vision, from concept to completion—including production.
- Direct the execution of branding and design materials, including identities, packaging, marketing collateral, digital experiences, and social content.
- Brought 30+ products to market, designing over a dozen brick and mortar locations, launching 6 start-ups, and rebranding 7 heritage companies.

Big Idea Advertising | New York, NY

Graphic Designer, Senior Art Director, Creative Director

April 2008 - October 2014

- Started as a graphic designer and quickly became integral to the agency, ultimately departing as a Creative Director with a team of designers, art directors, and copywriters reporting to me.
- Led the development and execution of creative strategies for global brands in the legal, finance, insurance, F&B, CPG, and hospitality verticals.
- Spearheaded a series of process reforms and staff mentorship that lead to a 60% increase in team productivity and a 95% client satisfaction rating.
- Achieved 10+ creative awards, including 5 gold, and featured in *The Dieline* and *Packaging Strategies* publications as creative lead.

Freelance & Creative Consultant | New York, NY 2006 - Present

- Provide cultural expertise and design services to brands and agencies.
- Curator and liaison on artist x brand collaborations.
- Cultural advisor and forecaster.
- Notable clients include Absolut, Apple, Audible, Beats by Dre, Dr Pepper, Evian, and Wells Fargo.

Independent Work | Worldwide

Creative Consultant, Gallery & NFT Artist, Culture Maker

- Curator of Infinity Cube Studios, vetting and prospecting digital artists who's work suits the studio's unique, immersive experiential structures. 2022-Present
- NFT artist with successes including a sold out generative art collection and being admitted into SuperRare, Foundation, and KnownOrigin curated platforms. 2021 - Present
- Creative consultant for Invader Comics (fka. 215ink), launching 2 publications, curating talent and innovating new formats to stay relevant in the changing landscape. 2014 - Present
- Arts and culture curator for The Notorious IBE in the Netherlands, designed and coordinated walkthrough exhibitions for the international festival's over 10,000 attendees. 2011 - 2015
- Street artist, co-creating the viral guerrilla stunt and art piece; *Fake Banksy Sells Out*. 2013
- Documentary film director, *FLOW: For the Love of Words*, following the journey of independent music artists as they attempt to balance ambition with authenticity. 2006

EDUCATION

Bachelor of Fine Arts in Graphic Design

Mason Gross School of the Arts
at Rutgers University,
New Brunswick, NJ

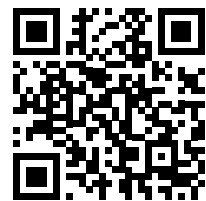
2002-2006

SKILLS

- Brand strategy
- Brand identity development
- Branding and identity design
- 360 Creative Direction
- Package Design
- Creative leadership and team management
- Trend forecasting and analysis
- Vendor and contractor management
- Adobe Creative Cloud
- Adobe Substance 3D Collection
- Strong Communication and Collaboration

PORTFOLIO

lancepilgrim.com/portfolio



SOCIAL



@theelroyjenkins

REFERENCES

Available upon request.