

Creativity / Commerce / Culture / Collaboration

Spring 2013



VCU Brandcenter Friday Forum

Feb. 22nd / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Juan Carlos Pagan

Head of Design / DDB New York



Juan Carlos Pagan is a Designer and Typographer living in New York City. In 2006 he received his B.F.A in Communication Design from Parsons School of Design. He completed his studies in 2011 as part of the inaugural class of Type@Cooper, the post-graduate typeface design certification program at The Cooper Union.

Previously employed at G2 Worldwide and MTV, Juan is now the Head of Design at DDB New York and a Partner at the Brooklyn based type foundry Pagan & Sharp. At DDB Juan oversees the team that handles the design work for clients including Hertz, New York Lottery, The Art Directors Club, and Water Is Life.

Juan's work has been recognized by The One Club, The Clios, The Type Directors Club, Print Magazine, Communication Arts Magazine, Computer Arts Magazine, How Magazine, Slanted Magazine, and Luerzer's Archive Magazine. In 2011 & 2012 he received both a bronze and silver bullets from Young Guns International, and was named a "Creative You Should Know" by Creativity Online and AdAge.

Topic / Avoiding the Middle

Descriptor / The importance of making work that isn't ordinary and embracing the polarizing.