



**THE VECINO GROUP**  
Housing for the greater good.

## Patrick McWhirt

CREATIVE DIRECTOR

### ABOUT

Patrick is the Creative Director at the Vecino Group. From setting strategic foundations to sweating the tiniest detail, he is involved in each area of development—Affordable/Supportive, Student and Public Private Partnership. These efforts ensure that the Vecino difference comes through, in every aspect of design and communication—architecture, interiors, signage and both print and digital promotion, to name a few. Patrick brings more than 20 years of both in-house and agency experience in globally-minded, purpose-driven branding and design to Vecino, where he collaborates with developers, designers, construction professionals, asset managers and external partners daily.

### EXPERIENCE

#### 2014–PRESENT **Creative Director**

THE VECINO GROUP

Ensures conceptual foundation for all projects. Oversees creative staff in development of marketing materials, signage, branding, and digital executions.

#### 2013–2014 **Founder/Creative Director**

CLAWHAMMER

Partnered with an architecture firm to create the 'brand arm' within a multidisciplinary studio. Managed all visual communications, helped guide strategic RFQ and RFPs, grew both architecture firm's clientele as well as Clawhammer clientele.

#### 2006–2013 **Senior Art Director-Creative Director**

DEEP

Managed 9 member creative staff responsible for advertising and promotional work resulting in \$3 million annual revenue.

*Primary accounts:* Nestlé (beverage & culinary), Otis Spunkmeyer, Borden, Mission Foods

### SKILLS

- > Leadership / Mentorship
- > Strategy / Brand Development
- > Cross-platform thinking and application
- > Signage & Environmental
- > Problem-solving
- > Product & Package Design
- > Digital: Visual, UX and UI
- > Writing / Illustration / Photography
- > Decision-making
- > Conflict resolution
- > Positive

### EDUCATION

#### **Associates Degree in Applied Science; Commercial Art**

LABETTE COMMUNITY COLLEGE