

# ORBEHSTUDIO

ORBEH STUDIO IS AN AWARD WINNING ILLUSTRATION AND GRAPHIC DESIGN  
STUDIO BASED IN GUADALAJARA WITH A GLOBAL PRESENCE





## **ABOUT**

GUILLERMO FLORES PACHECO IS A MEXICAN DESIGNER AND ILLUSTRATOR SPECIALIZED IN ADVERTISING ILLUSTRATION, RETOUCHING, POST PRODUCTION AND DIGITAL COLLAGE

HE HAS COLLABORATED WITH COMPANIES AROUND THE WORLD SERVING AS A CREATIVE AND ART DIRECTOR IN MULTIPLE PROJECTS, DEVELOPING ILLUSTRATION, BRAND IDENTITY, STRATEGY, PLANNING AND EXECUTION

SINCE 2014 HE CREATES UNIQUE IMAGES FOR ADVERTISING CAMPAIGNS, AS WELL AS COLLABORATING IN THE PUBLISHING WORLD, DEVELOPING ILLUSTRATIONS FOR MAGAZINE COVERS, EDITORIAL ARTICLES AND BOOKS

# GUILLERMO FLORES PACHECO

MEXICAN DESIGNER AND ILLUSTRATOR BASED IN GUADALAJARA, SPECIALIZED IN ADVERTISING ILLUSTRATION, RETOUCHING, POST PRODUCTION AND DIGITAL COLLAGE. HE HAS COLLABORATED WITH COMPANIES ALL OVER THE WORLD SERVING AS A CREATIVE AND ART DIRECTOR IN MULTIPLE PROJECTS, DEVELOPING ILLUSTRATION, BRAND IDENTITY, STRATEGY, PLANNING AND EXECUTION

HE HAS COLLABORATED WITH BRANDS SUCH AS APPLE, ADOBE, SEPHORA, CIRQUE DU SOLEIL, NIKE, XFINITY, CITI PRIVATE BANK, MARC JACOBS, WIRED, TEQUILA PATRON, BURNING MAN, MOMENTUM WORLDWIDE, HMR DESIGN, TELEVISA UNIVISION, ENVISION FESTIVAL, DOMESTIKA, JW MARRIOTT, SCHOOL OF VISUAL ARTS | SVA & UNIVERSAL MUSIC AMONG OTHERS

HE'VE CREATED UNIQUE IMAGES FOR ADVERTISING CAMPAIGNS, AS WELL AS COLLABORATING IN THE PUBLISHING WORLD, DEVELOPING ILLUSTRATIONS FOR MAGAZINE COVERS, EDITORIAL ARTICLES AND BOOKS

HE'S SOME PUBLICATIONS IN MAGAZINES SUCH AS: WIRED MAGAZINE (ITALY), CASA VOGUE (BRAZIL), NOVUM MAG (GERMANY), BEYOND BORDERS (LONDON), LIVING (ITALY), INTERIOR DESIGN MAGAZINE (EU), LÜRZER'S MAGAZINE (UK) AND EXPANSION (MEXICO)

ALSO, HE HAS BEEN PART OF VARIOUS EXHIBITIONS INSIDE AND OUTSIDE OF MEXICO, ONE OF THE MOST IMPORTANT BEING THE INTERNATIONAL COLLAGE ART EXHIBITION IN IT'S THIRD EDITION IN WARSAW 2020 (APRIL 3RD - MAY 31ST) AT THE RETROAVANGARDA GALLERY IN POLAND AND 'SURREAL LOVERS' DIGITAL ART EXHIBITION (06.12.2022-28.02.2023)

HIS WORK HAS BEEN EXHIBITED IN LONDON, AUSTRALIA, THE UNITED STATES OF AMERICA, JAPAN, ARGENTINA, COLOMBIA AND MEXICO

HIS WORK HAS BEEN RECOGNIZED AND PUBLISHED IN AWARDS SUCH AS SPD, 3X3 MAG, CQ JOURNAL, CASE CIRCLE OF EXCELLENCE AWARDS, LADAWARDS, MUSE CREATIVE AWARDS, AMERICAN ILLUSTRATION, LÜRZER'S MAGAZINE, AMONG OTHERS.

HE WAS COMMISSIONED BY ADOBE TO CREATE THE ARTWORK ILLUSTRATION FOR THE PHOTOSHOP 2025 SPLASH SCREEN

CURRENTLY HIS DOMESTIKA COURSE 'GRAPHIC DESIGN: COMPOSITION OF COMMERCIAL IMAGES' IT HAS BEEN LAUNCH THIS YEAR

HE RECENTLY PARTICIPATED IN THE DESIGN CONFERENCE AS A SPEAKER WITH HIS TALK 'UNLOCKING, SHAPING AND EXPRESSING OUR DISTINCT VOICE' IN BRISBANE, AUSTRALIA IN JUNE 2024

HE GRADUATED WITH A DEGREE IN GRAPHIC DESIGN, SPECIALIZING IN ANIMATION AND WEB DESIGN FROM UNIVA - UNIVERSIDAD DEL VALLE DE ATEMAJAC IN 2004 IN MAY GUILLERMO CELEBRATED 20 YEARS AS A DESIGNER AND GRAPHIC ARTIST

IN ADDITION, GUILLERMO IS A MUSICIAN, SINGER, COMPOSER AND MULTI-INSTRUMENTALIST, HE ALSO HAS SOME RECORDED STUDIO ALBUMS

# AWARDS & EXHIBITIONS

SPD 58 WINNER

MEDAL FINALISTS  
ILLUSTRATION: COVER  
DEC 2022 NEW YORK CITY

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AI42 CHOSEN WINNER

AMERICAN ILLUSTRATION 42 | MIGRATION  
THE ARCHIVE COLLECTION  
NEW YORK CITY

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MUSE CREATIVE AWARDS 23

PLATINUM WINNER - PANDORA BY XFINITY  
CATEGORY: MARKETING &  
PROMOTIONAL - ILLUSTRATION

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CQ71 WINNER

ILLUSTRATION: PROFESSIONAL  
FEB 2023  
BROOKLYN, NY

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CASE CIRCLE OF  
EXCELLENCE AWARDS

DESIGN: ILLUSTRATIONS  
AWARD LEVEL: GOLD  
NOV 2021

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RETROAVANGARDA  
GALLERY

INTERNATIONAL COLLAGE ART EXHIBITION  
3RD EDITION WARSAW 2020 - POLAND  
APRIL 3RD - MAY 31TH

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LADAWARDS 24

ILLUSTRATION - POSTERS DESIGN  
LAD8 BRONZE - BURNING MAN: ANIMALIA  
SEPT 2024 - BRASIL

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LAI8 WINNER

LATIN AMERICAN ILUSTRACIÓN 8  
NOV 2020  
NEW YORK CITY

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LAI7 WINNER  
LOS DIEZ

PHOTOVILLE 2019 - EXHIBITION  
WINNERS COLLECTION SPONSORED BY EPSON  
SEPT 2019 NEW YORK CITY

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SECOND BIENNIAL  
OF ILLUSTRATION  
BY PICTOLINE

LATINAMERICA FINALIST  
EXHIBITION CDMX  
DEC 2020 MEXICO

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THE DESIGN CONFERENCE

TALK – UNLOCKING, SHAPING AND  
EXPRESSING OUR DISTINCT VOICE  
BRISBANE, AUS 05-07, 2024

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LATIN AMERICAN  
ART EXHIBITION

RETROAVANGARDA GALLERY  
WARSAW, POLAND  
OCT 17TH, 2023

# CLIENTS

ADOBE	GDL OPEN AKRON   WTA	SEPHORA
APPLE	GRUPO EXPANSIÓN	SHEIN X
BIONEERS	HMR DESIGN	SVA NYC
BURNING MAN	JW MARRIOTT	TEC REVIEW
CIRQUE DU SOLEIL	MARC JACOBS	TELEVISA UNIVISION
CITI PRIVATE BANK	MOMENTUM WORLDWIDE	TEQUILA PATRÓN
CURIOUS	NEOMAM STUDIOS	THE DESIGN CONFERENCE
CLOE GALLERY	NIKE	UNIVERSAL MUSIC
DOTERRA	OAK LEAF PRODUCTIONS	VIDANTA
DOMESTIKA	PARADISIARTIFICIALI	WIRED MAG
ENVISION FESTIVAL	PREEMPTIVE LOVE	XFINITY



BEHANCE | INSTAGRAM | LINKEDIN

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