

# 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 Visual Director and multidisciplinary artist creating hand-crafted visual worlds through illustration, animation, collage, and narrative image-making. His work blends frame-by-frame motion, conceptual storytelling, and mixed-media aesthetics to develop emotionally driven visuals for campaigns, cultural projects, and brand experiences.

Moving between art direction and visual experimentation, he creates imagery that feels tactile, cinematic, and deeply authored.

Throughout his career, he has collaborated with global brands including Adobe, Apple, Cirque du Soleil, Nike, Marc Jacobs, and Sephora. His work has also been featured in WIRED Italia, Novum Mag, Lúzer's archive, 3x3 Mag and Communication Arts, and his work has been exhibited in both America and Europe.

Based in Mexico, he works internationally across campaign visuals, key art, motion systems, collectible imagery, and visual storytelling.

## MORE ABOUT GUILLERMO

Guillermo Flores Pacheco is a Mexican Visual Director, multidisciplinary artist, and creative storyteller based in Guadalajara, Mexico. With more than two decades of experience, his practice moves across illustration, animation, digital collage, post-production, and narrative image-making, creating visually immersive worlds that merge emotional storytelling with contemporary visual culture.

Working at the intersection of art direction, campaign development, and mixed-media experimentation, Guillermo has built a distinctive visual language defined by tactile aesthetics, cinematic composition, and hand-crafted digital imagery. His work often blends frame-by-frame animation, conceptual illustration, collage, and visual systems to develop emotionally resonant campaigns, collectible imagery, key art, and cultural storytelling experiences.

Throughout his career, he has collaborated internationally with brands and organizations including Apple, Adobe, Sephora, Cirque du Soleil, Nike, Xfinity, Citi Private Bank, Sony Music, Marc Jacobs, WIRED Italia, Patrón Tequila, Burning Man, Televisa Univision, Universal Music Group, and JW Marriott, among many others.

In addition to commercial and campaign work, Guillermo has developed illustrations and visual narratives for editorial publications, magazine covers, books, and cultural projects. His work has been published internationally in WIRED Italia, Casa Vogue, Novum, Lürzer's Archive, and Interior Design, among others.

His work has also been exhibited internationally in Poland, London, Australia, the United States, Japan, Argentina, Colombia, and Mexico. He participated in the Third International Collage Art Exhibition at the Retroavanguardia Gallery in Warsaw, Poland, as well as the digital art exhibition Surreal Lovers. In 2025, Guillermo presented his first solo exhibition at the Retroavanguardia Gallery in Warsaw, showcasing nearly 50 works created throughout his 20-year career in visual arts and design.

Over the years, his work has received recognition from organizations and publications such as American Illustration, Society of Publication Designers, Muse Creative Awards, 3x3 Magazine, CQ Journal, and the CASE Circle of Excellence Awards.

In 2025, Adobe commissioned Guillermo to create the official artwork for the Photoshop 2025 Splash Screen, further expanding his role as a globally recognized visual artist and creative collaborator.

Alongside his commercial practice, Guillermo is also an educator and public speaker. He has participated in conferences and design festivals including Adobe MAX 2025 in Los Angeles, OFFF Mexico, Digital Design Days 2026 in Milano, and The Design Conference in Brisbane, Australia. He has also given lectures and workshops for creative teams, universities, and institutions across the United States, Mexico, Colombia, and Poland, including talks at SVA in New York City, The One Club for Creativity Miami, and The Academy of Fine Arts and Design in Katowice, Poland.

Guillermo graduated in Graphic Design with a specialization in animation and web design from Universidad del Valle de Atemajac in 2004. In 2025, he celebrated 20 years of professional practice as a designer, visual artist, and creative director.

Beyond visual arts, Guillermo is also a musician, singer, composer, and multi-instrumentalist, with several studio albums released as part of his ongoing exploration of storytelling, atmosphere, and emotional expression across disciplines.

# AWARDS & EXHIBITIONS

SPD 58 WINNER

Medal Finalists  
Illustration: Cover  
Dec 2022 New York City

---

AI42 CHOSEN WINNER

American Illustration 42 | Migration  
The Archive collection  
New York City

---

BEYOND THE ORB

Retroavanguardia Gallery | 14.10.2025–31.12.2025  
Curator: Dr. Anna Klos, Warsaw, Poland  
First Solo Exhibition

---

CQ71 WINNER

Illustration: Professional  
Feb 2023 / Brooklyn, NY

---

CASE CIRCLE OF  
EXCELLENCE AWARDS

Design: Illustrations  
Award Level: Gold / Nov 2021

---

RETROAVANGARDA  
GALLERY

International Collage Art Exhibition  
3rd Edition Warsaw 2020 - Poland  
April 3rd - May 31th

---

OFFF MX

Talk – How to find and shape your creative voice  
Mexico City / August 28-29, 2025

---

DDD 2026 MILANO

Lecture and Workshop  
May 2026, Milano, Italy

---

LAI7 WINNER  
LOS DIEZ

Photoville 2019 - Exhibition  
Winners Collection sponsored by Epson  
SepT 2019 New York City

---

SECOND BIENNIAL  
OF ILLUSTRATION  
BY PICTOLINE

LatinAmerica Finalist  
Exhibition CDMX  
Dec 2020 Mexico City

---

THE DESIGN CONFERENCE

Talk – Unlocking, shaping and  
expressing our distinct voice  
Brisbane, Aus 05-07, 2024

---

LATIN AMERICAN  
ART EXHIBITION

Retroavanguardia Gallery  
Warsaw, Poland  
Oct 17th, 2023

---

ADOBE MAX 2025

Super Session: 'Artistry in motion' | SS2  
Los Angeles, Ca / Oct 29, 2025

# CLIENTS

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



BEHANCE | INSTAGRAM | LINKEDIN

@ORBEHSTUDIO / ORBEHSTUDIO@GMAIL.COM