

ORBEH | CREATIVE
STUDIO | COMMUNITY
BUILDING

SECOND SKIN

— A Creative Experience for Teams —





WHO BRINGS THIS

GUILLERMO FLORES PACHECO

Visual Director, Illustrator & Creative Speaker

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, Citi Private Bank, Cirque du Soleil, Nike, Marc Jacobs, and Sephora. His work has also been featured in WIRED Italia, Novum Mag, Lüzer'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.

Adobe Photoshop 2025

Official splash screen

Adobe Fresco 2026

Official cover image

20+ Years · Global

Internationally awarded



WHAT IS SECOND SKIN?

WHAT FEELS PERSONAL BECOMES COLLECTIVE

Participants reimagine the same iconic image through analog and digital collage – each through their own identity, perspective, and cultural lens. Every piece combined into one animated GIF: a living portrait of the group, built together in real time.

01 REFLECT Individual Expression

Participants receive the same iconic image and are invited to reinterpret it from their own identity, their own perspective.

02 REIMAGINE Collectivity

Through guided creative exploration, each person creates a unique version that reflects their identity, ideas, and imagination. What felt personal becomes collective. Every image is combined into one animated GIF – a living portrait of your team.

03 REVEAL Outcome

All contributions are merged into a single animated piece, revealing how individual voices can build a shared visual story. Your team leaves with a shared visual identity they created together. Something real, shareable, and theirs.



WHY IT WORKS

TEAMS THAT CREATE TOGETHER CONNECT DIFFERENTLY

56% Increase in job performance

When belonging is present, performance rises dramatically. HBR research found a 56% increase in job performance – and a 50% drop in turnover risk.

3.5x More productive with belonging

Employees who feel genuine belonging are 3.5 times more productive than those who don't. Not engagement. Belonging. The difference is whether people feel the group is theirs.

Exclusion can lead to a 25% drop in performance

One moment of feeling excluded reduces individual performance by 25% immediately. Most teams don't notice it happening. Second Skin reverses it deliberately.

2 hrs is all it takes!

Not a retreat. Not a program. One session, one artifact, one measurable shift in how the team sees each other.

"The New York Times has documented what researchers call the 'belonging gap' – the growing distance between how connected organizations believe their teams are, and how disconnected people actually feel. The gap is widest in creative industries, where individual output is rewarded but collective identity is rarely built with intention."



Outcome of the experience with 40 creative professionals from European companies during Digital Design Days 2026.

Your own words. Second Skin is designed for exactly that – a room full of different people, each of whom brings their own cultural perspective to the same image. **The result is only possible because the room is diverse.**



WHERE IT'S BEEN

THREE CONTINENTS EVERY TIME, THE SAME RESULT

Second Skin will be part of the **RGD Design Thinkers Toronto 2026** Canada's largest annual graphic design conference.

Digital Design Days Milano, Italy

40 participants

Creative professionals from European companies - Superstudio Village

Entrevistas Bellas Artes Cali, Colombia

25+ participants

International design festival - Students
Departmental Institute of Fine Arts

Creative Pro Week Nashville, USA

25+ participants

Designers and creative professionals
JW Marriott Nashville

The Design Conference Brisbane, Australia

15+ participants

Australia's Leading Design Conference
Brisbane Powerhouse



WHAT MAKES IT WORTH IT

NOT A WORKSHOP A MOMENT YOUR TEAM REMEMBERS

A result that belongs to your team

The collective GIF is yours. Post it, print it, use it internally. It's a visual artifact of who your team is – made by them.

Measurable impact, not just good vibes

Pre and post-session surveys track creative confidence and team connection. You leave with data, not just memories.

No experience required

The people who say they're 'not creative' are often the ones who surprise themselves most. That surprise is what Second Skin is built for.

Facilitated by someone who's done it globally

Same facilitator who created the Photoshop 2025 splash screen. The level of craft in the room matches the level of your team's ambition.



GIVE IT A TRY

THE PROCESS IS INTIMATE **THE RESULT IS RADICALLY COLLECTIVE**

Bring your team together for two hours of genuine connection and creative energy. I'd love to bring Second Skin to your office.

Let's do something together!

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www.orbeh.com/group-session

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