

Ed Pires

CREATIVE DIRECTOR | BRAND DESIGN LEADER

BRAND STRATEGY • VISUAL IDENTITY • AI BRAND GOVERNANCE

LOCATION	Dallas-Fort Worth, TX
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PORTFOLIO	portfolio.designordie.art
VENTURES	iconist.us • fastlane.co
WEBSITE	designordie.art

3 → 50+

AGENCY BUILDER • FASTLANE • 2006-PRESENT

Helped establish and grow Fastlane from a 3 person startup into a 50 plus person branding and marketing agency, leading creative work across a continually changing portfolio of clients and industries.

EXECUTIVE PROFILE



Creative Director, agency builder and brand design leader with more than 20 years shaping B2B and B2C brands across technology and SaaS, consumer products, fashion, publishing and professional services. Combines executive level creative direction with deep hands on design craft, translating business strategy into distinctive visual systems, digital experiences and brand standards.

Current work centers on AI driven technology companies: taste maker at Iconist, an AI native venture studio, and author of the brand identity behind Vastly, an AI powered B2B SaaS platform. Architect of Fastlane's AI Brand Governance practice, bringing trained creative judgment and human oversight to AI enabled brand systems.

Portfolio at portfolio.designordie.art is personally curated to showcase hands on branding and design work.

CORE LEADERSHIP & EXPERTISE

Creative Direction • Brand Strategy • Brand Identity Systems • Art Direction • Rebranding • AI Brand Governance • Brand Intelligence • Technology & SaaS Branding • Integrated Campaigns • Digital & Web • Packaging • Team & Client Leadership

PROFESSIONAL EXPERIENCE

FASTLANE — Creative Director

2006-PRESENT

Brand strategy, creative direction and visual stewardship for a multidisciplinary Brand Intelligence firm serving B2B, B2C and growth stage organizations.

Lead creative vision, concept development, art direction and design execution across identity, digital, print, packaging, editorial and social, translating positioning and business objectives into visual systems built for clarity and distinction.

Remain an active hands on designer and creative director, personally developing identity systems, visual concepts and digital brand experiences while directing multidisciplinary teams and partners.

Guide designers and cross functional teams through concepting, critique and execution, and build scalable brand systems that teams, partners and AI enabled workflows follow without diluting identity.

Present creative strategy directly to clients and senior stakeholders, connecting aesthetic decisions to business objectives.

Helped evolve the firm's offering into Brand Intelligence, combining positioning, AI Brand Governance and technology enabled brand measurement, including work connected to ShareIQ.

ICONIST — Taste Maker

CURRENT

AI native venture studio built around agentic systems and AI enabled business transformation. iconist.us

Personally developed the complete Iconist brand identity: logo, visual system, website and brand standards, with ongoing creative direction as the studio evolves.

EARLIER AGENCY, EDITORIAL & DESIGN EXPERIENCE

PFS Marketwyse — Art Director	2003-2006
GB65 — Assistant Art Director	2000-2003
Popular Science & Rolling Stone — Freelance Graphic Designer	2001
Nation's Restaurant News — Graphic Designer	2000-2001

SELECTED BRAND
& PORTFOLIO
EXPERIENCE

VASTLY — AI Powered B2B SaaS

Complete brand identity for a B2B SaaS company whose Ekanos platform uses AI to connect and orchestrate business systems. Identity, visual language, brand standards and website design. govastly.com

NobelBiz

B2B technology work connecting positioning and brand strategy with identity, typography, imagery, color and marketing communications.

Nature's Garden

Brand identity, packaging, photography direction and standards for a better for you snack brand.

ICONIST — AI Native Venture Studio

Brand identity, logo, visual system, website and brand standards for an AI native venture studio, with continuing creative stewardship. iconist.us

ASSA ABLOY — Sargent / Corbin Russwin

Rebranding of legacy security brands into contemporary, technology forward visual systems across identity and communications.

AI BRAND
GOVERNANCE

Practice Architect

FASTLANE

Architected Fastlane's AI Brand Governance practice, a framework for preserving brand judgment, differentiation and consistency as generative AI enters creative workflows.

Develop visual guardrails, creative standards, prompt frameworks, voice models and human review processes that help AI assisted teams move faster without collapsing toward generic aesthetics.

Position human creative judgment as the governance layer between generative capability and long term brand integrity: what should be made, what should not, and why.

INSIGHTS
& THOUGHT
LEADERSHIP

Selected writing

Your AI Tools Are Designing for You. Is the Eye Trained?	APR 2026
The CFO Bought the Design Tool. The Brand Inherited the Taste.	APR 2026
What a Graphic Designer Sees That Generative Models Do Not.	MAR 2026
A Visual System Is Not a Style Guide. Here Is the Difference.	MAR 2026
Five Things AI Cannot Design. And the Discipline They Protect.	FEB 2026
The 2026 Brand Intelligence Report: The Year Execution Stopped Being the Moat.	COAUTHOR

CREATIVE
LEADERSHIP

Strategic enough for the boardroom. Hands on enough for the work.

Still a practicing designer and art director, moving between strategy, identity, campaign thinking and detailed execution while setting the standard teams work to.

Uses AI aggressively where it creates leverage, while governing it so speed does not replace judgment or distinction.

SELECTED GLOBAL BRAND EXPERIENCE

BASF • Popular Science • Rolling Stone • Cibovita • Max Mara • Dolce & Gabbana

INDUSTRY EXPERIENCE

Technology & SaaS • AI Platforms • Consumer Goods / CPG • Fashion & Luxury • Publishing & Editorial • Professional Services • Healthcare • Food & Beverage • Retail & Ecommerce • Sports & Lifestyle

EDUCATION

Parsons School of Design, New York
Bachelor of Fine Arts

LANGUAGES

Portuguese — Native
English — Fluent

CITIZENSHIP

American Citizen

PORTFOLIO & WRITING

Portfolio: portfolio.designordie.art
Website: designordie.art

