

Title: [Larym Design](#) Announces Ney Pimentel Executive Creative Director

Summary: Ney Combines Strong Branding and Creative Design to Lead Online and Offline Branding Service Offerings for Larym Design

Las Vegas, Nevada -- July 22, 2014 -- Larym Design welcomes Ney Pimentel as Executive Creative Director to help deliver best-in-class results for its clients in the areas of strategy, design, website development, mobile development and online marketing. Having provided service to the retail, fashion, music, entertainment and corporate industries, in his new role, Ney will oversee all of the creative output for the company. In addition, with Ney's expertise in the Urban and Latin markets, he will lead Larym Design's growth in these areas.

[Ney Pimentel](#) began his career as a Senior Graphic Designer with Faber Castell (formerly Eberhard Faber) after finishing his Graphic Design degree from Montclair State University. Later with the Bentex Group he created merchandise designs for children-favorite brands such as Warner Brothers and Walt Disney. As the founder of DesignNey in 1997, he created corporate identity for companies such as A&E, The History Channel, Sony Records, Capital Records, Kenneth Cole, and FUBU. Bitten by the dotcom bug where he would meet his future Larym Design business partners, Ney joined UBO in 1999 as Founder and Creative Director of LatinFlava. Later he transitioned to become Senior Vice President of A&R for UBO's record labels, as well as his own in-house record label.



As the music world changed, Ney decided to go back to his design roots and formed Brand Anarchy Group in 2006. There, he pushed the creative boundaries to build memorable brand images for clients such as Heineken, Madonna, The Wailers, Hennessy, Beverly Hills Car Club, WICOnv, and Beats by Dr. Dre. Ney has the ability to see beyond the restraints most designers work within.

"Ney has a proven reputation and record of success working for over 15 years with globally recognized clients. His addition to our talented team brings an even higher level of creativity, experience, and leadership to our organization, and more importantly, to our clients," says [Eric Love](#), Larym Design Co-

founder and Managing Director. "Ney is a top creative talent with a knack for understanding the value of well communicated concepts, blended with the power of branding to engage and inspire."

"I helped create some of the biggest urban brands in the world, so naturally I am excited to work with my new partners to add even more value to what we can create for our clients, both online and offline. After being frustrated handing off my online branding concepts to independent web developers that could not achieve my vision, I knew I needed a stronger online team to be able to bring my branding concepts to life. After researching the market, I knew my former colleagues were a perfect match for me, says Ney."

Ney Pimentel's agency experience combined with leading his own design agencies will help him quickly enact ideas and new creative concepts in every area for Larym Design: brand strategy; creative design; social media; online marketing; mobile app development; and web development. His strategic move to new media and interactive design in recent years gives him the flexibility, depth and breadth of knowledge to help advance Larym Design into the next generation of marketing.

"We are proud to have a creative team led by Ney Pimentel to increase and extend our capabilities", says [Myra Peterson-Love](#), Co-Founder and Director of Technology. "With Ney on board, we fill the gap between the big business agencies that demand large budgets and the "newly-anointed web warriors. Forget about the buzzwords, associated with the Internet, social media, web and mobile app development. At the end of the day, we offer a distinguished corporate identity, an influential Internet presence, and create a passionate community of followers that will enable client businesses to reach its intended goals and capture your desired target market."

About Larym Design

Established in 2006, Larym Design is a full-service [branding agency](#), boasting an impressive pool of talent that enables them to take a concept and carry it through completion, creating a 360° identity, both online and offline. Full-service offerings include logos, stationary, brochures, signage, apparel, annual reports, presentations, websites, mobile applications, search engine marketing campaigns, social media branding/campaigns, and more.

Larym Design was initially formed as a [web development firm](#), specializing in the WordPress CMS, working with local, national and international clients. As business needs expanded over time, they have

expanded their capabilities in order to fulfill those needs. [The team](#) is comprised of a diverse, multicultural, “technology-gifted”, creative and business blend of talent that know how to translate branding, online technologies and marketing strategies into real business opportunities.