

# GOOD Inc.

Art Direction  
Utrechtsestraat 105 I  
1017 VK  
Amsterdam  
Netherlands

View the full portfolio at <http://www.thecreativefinder.com/goodinc>

## Professional Experience and Curriculum Vitae

Who is GOOD Inc.®

Luis Mendo founded GOOD Inc. in 2005, and chooses together with the client the right teams for every new project.

Born in Spain in 1969, Luis has been designing for 14 years. Before moving to Amsterdam, he worked in newspaper design teams from Barcelona. In June 2005 he opened GOOD Inc.® and was chosen one of the "Top 10 best Art Directors in NL". Luis writes in books, blogs and magazines, is part of juries, teaches editorial design and gives lectures & workshops internationally. In 2007 he founded the Goodfellas Network together with Diseco.

## Previous Clientele

— In The Netherlands

ABN AMRO, Adobe, Akzo Nobel, ArboNed, Basta Records, Bibelot Pop Venue, Defence For Children, Delta Lloyd Groep, Jamie Olivers' Fifteen, Exact software, Filmmuseum, Gemeente Amsterdam, Greenpeace, Hemels Publishers, ING, Interpolis, KPN, La Place, M-real Papers, Maters & Hermesen, MCRZ Hospital Utrecht, Media Partners, Ministry Foreign Affairs, Nieuw Amsterdam Publishers, Nike, NS Nederlandse Spoorwegen, PcM Uitgevers, Proof Reputation, Rabobank, Reed Business, Sanoma Magazines, Scripta Media, Smin, Telegraaf Tijdschriften Groep, TNT Post, VARA, VPRO, vdBJ Communicatie Groep, Volkskrant, WNF and Wolters Kluwer.

— In Europe

BASF, Cases i Associats, De Post / La Poste, Fontshop, Mercabarna, La Vanguardia, Eina School of Art, Mezembrini Athens, Tribal DDB Spain, BPMO Edigrup.

— Rest of the world

Café Gallery Pause (JP), Clear magazine (US), Clarín (AR), Kuwasawa Design School (JP), El Observador de Montevideo (UR), Society of News Design (US), United Nations (US), World Food Programme (US), GSW Worldwide (US).

## Awards and Accolades

Resumé 2009

Luis Alberto Martín Mendo

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Born in Salamanca, Spain, the 24th of november 1969

1987 - 1990

Salamanca, Spain

Basic Art Education at the Escuela de Artes Aplicadas y oficios Artísticos (EAAOOAA) in Salamanca.

1990 - 1992

Moved to Madrid, Spain

Specialitation in graphic design & illustration at the Graphic Communication School (Escuela de Arte 10) in Madrid.

1992 - 1993

Moved to The Netherlands for a schoolyear

Third year Minerva Art School in Groningen

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