

ALEJANDRO PEREZ

GRAPHIC ARTIST

crafting print & digital experiences

INFO

239.789.0105
9972 SW 147 Place
Miami, FL 33196
palejo64@gmail.com

PORTFOLIO SITE

www.aleperezcreative.com

SUMMARY

Over 20 years of experience creating and crafting print and digital experiences, for a wide range of clients. During this time my core design skills of composition, typography, balance and color have been refined and developed to a high level. By combining engaging ideas with strategic thinking and through simple beautiful design I provide sale benefit to my clients.

CORE SKILLS

Idea Generation + Concepts

Channel idea generation, concepts and strategy lead to the creation of strong visual communication and experiences.

Art Direction + Design

Extensive experience creating visual language and design systems across various digital media. Able to direct and lead designers, Production designers, illustrators and photographers.

Communication

Confident and articulate verbal communication skills presenting to clients, pitching for new business and the leadership of small teams.

Software

- Adobe Creative Suite:
InDesign, Illustrator, Photoshop, Dreamweaver, Fireworks, After Effects, Premiere, Flash, Acrobat
- HTML, HTML5, CSS, CSS3
- Final Cut Pro
- MS Office: Word, Power Point, Excel
- Brain + Pencil + Brushes

EXPERIENCE

08.2011 – Present

Bill Smith, Inc. – Creative Director

Creative lead for in-house creative department. Responsible for all internal and external creative including advertisements, print collateral, interactive, web, graphics and branding. Redesigning and re-branding enterprise wide corporate website.

12.2009 – 08.2011

Quenzel & Associates, Inc. – Art Director

Responsible for the concept development and design of a wide range of materials in a variety of media including identity, collateral, packaging, point of purchase, ad's, direct mail, website design and updates, and trade show booth design.

08.2009 – 12.2009

MaxNews Media Inc. – Graphic and Web Designer

Temporary work as contractor. Maintain graphics on site, as well as design new pages. Design any banners and email graphics needed for weekly promotions, social media sites, contests, sales, or special events.

10.2007 – 08.2009

Expresion Latina Newspaper – Editorial Art Director

Design and develop visual concepts for publication. Oversee the creation of layouts and info-graphics that accompany magazine stories, supervise design efforts, and determine the overall look and feel of the finished product prior to publication.

06.2006 – 09.2007

WCI Communities, Inc. – Art Director

Worked with marketing department to create strategic corporate branding campaigns. Provide art direction to in-house designers, external illustrators and photographers; attend and direct photo shoots. Present design concepts to internal clients and describe each strategic direction.

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EXPERIENCE

12.2001 – 06.2006
The News-Press Newspaper – Graphic Designer
Support Marketing team in delivering marketing collateral to promote the publication. To work collaboratively with the brand team and newsroom on design and art-working requirements for re-branding. Support marketing efforts to increase single copy subscriptions and advertisement.

EDUCATION

Algonquin College. Ottawa, ON Canada
1997 – 2000
Graphic Design (Bachelor)

Ottawa School of Art. Ottawa, ON Canada
1996 – 1997
Portfolio Development Program

San Alejandro School of Fine Arts. Havana, Cuba
1988 – 1992
Painting and Drawing (Master in Arts)

INTERESTS

Fine Arts
Communication Arts
Skydiving (USPA member)
Mountain and Road Biking
FAA Part 107 Commercial Drone Pilot Licensed

REFERENCES

Available upon request.