

CARLOS A. PEREZ-LOPEZ

graphic designer

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PORTFOLIO: www.cperez.design

Proficient with: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, After Effects), Apple Logic Pro & Final Cut Pro. Working knowledge of Filezilla, HTML/CSS protocol, Microsoft Office Suite, Asana and Workfront project managers, Brainshark, Shopify and other assorted web-based apps.

Production Graphic Designer

July 2023 – Current

Awiwi LLC, Austin, TX

- Creates and manages a minimum of 100 new computer-generated image designs and patterns per month, and produces layouts for various formats, such as t-shirts, bags, shoes and accessories.
- Collects and analyzes customer email and browsing analytics to identify potential markets and demand.
- Collaborates with marketing team on developing strategy, creative concepts and designs for upcoming seasonal goals and strategies.
- Maintains high standards in store images, merchandising, budget and visual presentation to create maximum impact and minimize cost and meet production deadlines.

Creative Graphic Designer

July 2022 – July 2023

Lockton People Solutions, Dallas, TX

- Create multimedia designs for social media, marketing, and sales presentations in various digital and printed formats.
- Adheres to precise visual guidelines that embody the brand's values and aesthetics and customizes every product to a high-end user, typically an established brand or municipality.
- Manages internal projects, including social media strategy and celebratory-related initiatives.
- Collaborates with producers on diverse projects focused on enhancing workplace culture, employee engagement, and well-being.

Production Graphic Designer

Sept 2020 – January 2022

Janus Henderson Investors, London, UK

- Transforms abstract concepts into concrete designs for social media outlets and print collateral.
- Designs themes and iconic graphics for social media, marketing and print POS advertisement and sales presentations under the direction of the creative director.
- Determines size, layout, and typography of illustrative material to reflect predetermined parameters and appeal to both general target demographic as well as investors.
- Follows strict visual guidelines that reflect the values and aesthetics of an international brand while retaining a creative edge for all projects.

Senior Graphic Designer

Nov 2018 – January 2022

America Juice Co., Dallas, TX

- Leads creative design, photography, videography, and copywriting for digital and print assets,
- Responsible for corporate and product re-branding, including website, sales, and customer support materials for an umbrella of over 5 nicotine and hemp-derived brands.
- Responsible for the development and execution of integrated marketing communications plans and related budgets.
- Manages creative marketing strategies and social media campaigns, including multimedia projects, alongside legal and sales departments.

Creative Graphic Designer

December 2014 – August 2018

Segunda Mano LLC, Phoenix, AZ

- Create a cohesive identity and branding for the magazine, web, and several series of events.
- Produce still and animated graphics for tv commercials in English and Spanish, using a combination of physical video equipment and motion computer-generated graphics.
- Design collateral materials such as brochures, catalogs, semi-interactive eBooks, PowerPoint presentations, social media design assets, digital banners, website sliders, print and online content, and advertisements.