

# CARLOS A. PEREZ-LOPEZ

## graphic designer

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**PORTFOLIO:** [www.cperez.design](http://www.cperez.design)

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

### Graphic Designer

January 2024 - Current

#### Ronald McDonald House of Dallas, Dallas, TX

- **Unified Branding Strategy:** Spearheaded the creation of cohesive brand materials across multiple platforms including print magazines, web, and a series of high-profile events, including Rock The House & North Texas Giving Day, ensuring consistent and impactful brand messaging, for the renowned nonprofit organization.
- **Luxury Retail Alignment:** Partnered with Dallas's premier NorthPark Center to elevate RMHD's largest annual fundraiser through premium design and branding, contributing to the highest attendance in over 35 years.

### Creative Graphic Designer

July 2022 - July 2023

#### Lockton People Solutions, Dallas, TX

- **Brand-Aligned Customization:** Adhered to precise visual guidelines that embody the brand's values and aesthetics, tailoring every product to meet the high standards of established brands and municipalities.
- **Multimedia Design Expertise:** Developed innovative multimedia designs for social media, marketing, and sales presentations across various digital and printed formats, elevating brand presence and engagement.
- **Collaborative Production:** Worked closely with producers on diverse projects aimed at enhancing workplace culture, employee engagement, and well-being, fostering a positive and productive work environment.

### Production Graphic Designer

Sept 2020 - January 2022

#### Janus Henderson Investors, London, UK

- **Brand Consistency and Creativity:** Adhered to strict visual guidelines that reflected the values and aesthetics of an international brand while maintaining a creative edge across all projects.
- **Thematic and Iconic Design Creation:** Designed impactful themes and iconic graphics for social media, marketing, and print POS advertisements, as well as sales presentations, following the creative director's vision.

### Senior Graphic Designer

Nov 2018 - January 2022

#### America Juice Co., Dallas, TX

- **Comprehensive Rebranding Initiatives:** Successfully managed corporate and product rebranding efforts, including website overhauls and the development of sales and customer support materials for an umbrella company encompassing over five nicotine and hemp-derived brands.
- **Spearheaded packaging design:** From concept to production, designed RUSH nicotine pouches, vape juice and disposable vape pens, and related products, coordinating production files with overseas manufacturers.
- **Leadership in Creative Development:** Directed all aspects of creative design, photography, videography, and copywriting for both digital and print assets, ensuring high-quality and cohesive content.
- **Managed worldwide packaging variations:** Created and adapted label designs across multiple product lines to meet diverse international requirements, collaborating with legal teams to ensure full compliance.

### Creative Graphic Designer

December 2014 - August 2018

#### Segunda Mano LLC, Phoenix, AZ

- **Bilingual Content Production:** Expertly produced both still and animated graphics for TV commercials in English and Spanish, utilizing a blend of physical video equipment and motion graphics software to captivate diverse audiences.
- **Versatile Design Expertise:** Crafted a wide range of collateral materials such as brochures, catalogs, semi-interactive eBooks, PowerPoint presentations, social media assets, digital banners, website sliders, print and online content, and advertisements, driving engagement and brand recognition across various channels.