

Carlos Perez
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Experience

Allen & Gerritsen // Art Director, 2008 - Present

Responsible for concept development, design direction and project management of large corporate and consumer accounts. Managing projects that vary in size, complexity and media and include various degrees of brand identity development. In charge of color correction, creative development, art direction of photo shoots, client presentation, and final creative product.

- **Client list includes:** KraftMaid, Berklee College of Music, Zildjian Cymbals, Boston Celtics, 99 Restaurants, Boys and Girls Club, and Guitar Hero.

Freelance // Art Director, 2006 - 2008

Worked with various ad agencies and creative teams in Boston, New York, and Colorado. Tasked with concept development, executions of creative concepts, art direction, and client presentations.

- **New Balance** - Concept development and design of New Balance ads and point of purchase displays.
- **USA Rugby** - Selected to design posters, programs and t-shirts promoting more than 20 national events for the 2007 and 2008 USA Rugby National Championships
- **Jetboil, Inc** - Developed custom microsite and e-mail blast campaign with a 67% click-through rate. Created exhibit graphics for the 2006 Outdoor Retailer trade show (Featured on Fox news).
- **Turner Classic Movies** - Created a set of promotional mailers developed to generate coverage of Jane Fonda's appearance on TCM.
- **UMass Medical School** - Designed various collateral and marketing literature for programs within the Medical School's public sector division.

Captains of Industry, Waltham, MA // Art Director/Designer, 2005 - 2006

Specialized in various degrees of brand development from web and print to environmental experiences.

- **Arbor Networks** - Web-based podcast series interface design. This podcast received 80 times more downloads than the industry average
- **RSN** - Creative direction and project oversight. Designed a custom mailer and e-mail campaign sent to media buyers in all major US cities to promote the Resort Sports Network. E-mail blast received a 32% click-through rate, while the custom mailer received a 50% response rate
- **Captains of Industry** - Creative direction and design of the agency's re-branding effort. Created a logo, identity system, posters, lobby re-design and environmental signage.

Triple Krank Design, State College, PA // Senior Designer, 2004 - 2005

Tasked with managing client expectations and creative feedback. Duties include direction of overall design from concept to completion.

- **Penn State University** - Art directed and designed posters, ads, branding and identity systems for various departments including the Colleges of Music, Agricultural Sciences, Sociology, Arts and Architecture, Art Education and the Undergraduate Student Government.
- **Nonprofit** - Donated creative services to local nonprofit organizations.

Moxie Sozo, Boulder, CO // Designer, 2003 - 2004

Contributed to the development and execution of design concepts and solutions. Participated in group critiques, client presentations and art direction of photo shoots for consumer and corporate clients.

- **Newman's Own Organics** - Developed custom illustrations and packaging designs for a national brand.
- **Golite** - Concept development, design, and art direction for one of the leading lightweight athletic clothing companies in the world.

Education

B.A. Graphic Design, Pennsylvania State University
Minors in African Studies and Women Studies

Languages

English and Spanish