

JEFFREY PEREZ

CREATIVE DIRECTOR

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PROFESSIONAL SUMMARY

Accomplished creative director with extensive senior level experience in consumer and corporate advertising, marketing, branding and new media design. Inventive, strategic, highly creative professional with outstanding management and supervisory experience in design, production and art direction. Exemplary team leader with excellent skills in team building, management, developing and maintaining business relationships, communications and strategic planning. Highly effective presenter, able to execute the big idea and extend it across multiple mediums such as direct mail, print, and interactive. Experienced consultant for large projects regarding technology and design techniques.

PROFESSIONAL EXPERIENCE

Freelance Creative Director, New York, NY 7/2006-Present

Provide freelance creative services and applied strategic solutions for a variety of commercial customers relative to their advertising and marketing requirements. Strategize, conceive, design, coordinate, produce, and deliver high-level advertising campaigns, marketing/branding initiatives, corporate identity projects, logos, catalogs, brochures, direct mail/promotional campaigns, and websites on time and within budgets. Assume lead role in brainstorming sessions, client creative presentations, and provide consultation for businesses in relation to web design and department restructuring. Clients include Makovsky + Company, Nielsen Business Media, Screenvision, Console Design, Advanced Dentistry of Scarsdale, and Stagnito Media.

Senior Art Director/The Coastal Group, New York, NY 1/2001-7/2006

Managed the creative requests of all departments, and provided detailed creative direction, insight and support. Responsible for concept, design, strategy, coordination, production, and delivery of high-level advertising campaigns, marketing/branding initiatives, corporate identity projects, logos, catalogs, brochures, direct mail/promotional campaigns, and websites on time and within budgets. Assumed lead role in brainstorming sessions, internal/client creative presentations, and consulted directly with clients to establish business goals and objectives. Collaborated directly with CEO and EVP as a consultant on Art Department equipment purchases, hiring, training, promoting of staff/freelancers, and managing budgets. Created Art Department production guidelines and Customer Support processes to improve productivity and customer relations. Serviced notable accounts including Waterford, Universal, Dean Markley, Lugz, Martha Stewart, and Messermeister. Awarded "Employee of the Year" in 2005.

Art Director 8/1998-1/2001

Independently developed high-end concepts and extended them across multiple mediums, created detailed templates and style sheets, conducted creative presentations, and interacted daily with photographers, stylists, producers, and graphic designers to meet time sensitive project demands. Provided art direction, mentorship and training to team of graphic designers, copywriters, and account coordinators. Communicated directly with production departments and printing facilities in Hong Kong to ensure best practices on technical and design issues on all projects. Managed external relationships with additional vendors and printers, provided direction for post-production, and applied strategic solutions relative to consumer demands for business services provided. Key figure in developing corporate identity and business launch for interactive subsidiary company, Redscope, LLC.

Junior Art Director 1/1998-8/1998

Assisted Creative Director in all aspects of the development the Advertising Department. Worked with Creative Director to conceptualize and produce various advertising campaigns for clients. Awarded "Employee of the Year" in 1998 for exemplary work performance and artistic talent.

Graphic Designer/The Advertising Group, New York, NY 12/1995-11/1997

Worked with Creative Director to produce a multitude of advertising and promotional campaigns (including illustration, layout, design, and pre/post production work) for clients including Giorgio Armani, Isotoner, Le Parker Meridien, and ILX Systems.

EDUCATION

Fashion Institute of Technology/BFA, Illustration

TECHNICAL SKILLS

Highly skilled in composite design, photo-retouching, color correction, copywriting, traditional illustration, and creative presentations.

Technical mastery of Adobe Creative Suite Design applications (Photoshop, QuarkXPress, Illustrator, InDesign), Microsoft Office (Word, Excel, PowerPoint), Adobe Acrobat, Font Management, and Flightcheck; advanced knowledge of Mac OS X platform.

In-depth knowledge of creative process, front-end interactive design, print production, and photo shoot direction.

REFERENCES

Available upon request.