

Rick Perez / Creative Catalyst

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EXPERIENCE

ART DIRECTOR/GRAPHIC DESIGNER 2023 - 2023 Pearl River, NY

Orange and Rockland Utilities, Inc.

- Creating design for brands across print & digital
- Establish and manage graphic design business that aims to assist companies in brand development
- Develop creative advertising content for various media, including flyers, posters, while ensuring maximum brand awareness of target audience/market
- Created designs, concepts, based on knowledge of layout and esthetic design concepts

ART DIRECTOR/GRAPHIC DESIGNER 2022 - 2022 Chicago, Ill

iSpot.tv

- Collateral pieces, deck cards. Creating elegant design for brands across print & digital
- Utilized After Effects and other computer proficiency in making motion graphic animations for video productions
- Coordinate with the client to successfully create prolific social media graphics suitable for target marketing

ART DIRECTOR/DIGITAL 2008 - 2021 Chicago, Ill

Signify formerly Philips Lighting

- Concept and design internal and external marketing and communication materials
- Self-mailers, signage, logos, catalogues, corporate forms, website updates, billboards, photo corrections, email blasts
- Responsible for creating elegant design for brands across print and web spaces
- Shooting corporate video & editing
- Photoshoots and the creative lead on brand strategies

SENIOR ART DIRECTOR 1998 - 2008 Chicago, Ill

RPM Advertising

- Collaborate with Creative Director and Copywriter to create innovative and strategic advertising
- Direct mail, collateral, POPs, logos, brochures, packaging and newsletters
- Design and manage production from conception to completion
- Manage direct mail and interactive projects from concept through production
- Provide career path direction and development guidance for creative staff on an on-going basis by coaching and overseeing Art Directors
- Collaboratively with Photographers and Creative Directors for photoshoots and TV Commercials
- Instrumental in conceiving and executing major branding and re-positioning campaigns for: The Field Museum, Daily Herald, Horseshoe Casinos, Sheraton Casinos, Harrahs Casinos

EDUCATION

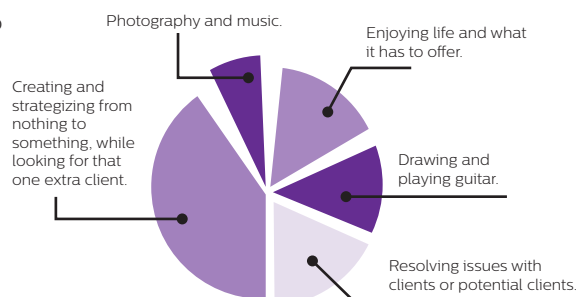
BA/Advertising 1993 - 1996

Art Institute & Ray College of Design / Chicago

Film 1992 - 1993

Columbia College of Chicago

A DAY OF MY LIFE



STRENGTHS

Mix of digital and visual design

Motivator & leader

Team player

Strong client skills

Ability to manage numerous projects

EMarketing, infographics

Banner ads, websites

Photo/TV shoot and direction

PROUD OF



I take steps to stay aware changes and possess the flexibility and imagination to stay ahead of the trends.



Encourage people to voice their ideas and opinions.



Always looking at problems or situations from a fresh perspective to conceive of something new or original.



Leading creative efforts for managing teams throughout the creative process.

ADOBE

Adobe Creative Suite CC:

- Photoshop
- Illustrator
- InDesign
- Adobe Premiere Pro
- Acrobat
- Knowledge of After Effects
- Bridge
- Lightroom
- Adobe Stock
- Typekit
- Audition
- Media Encoder