

# Luis Perez

## Digital Designer

Portfolio: [www.luisperez.io](http://www.luisperez.io)

Houston, TX  
hello@luisperez.io  
(832) 574-4198

### SUMMARY

Senior digital designer with 10+ years of experience building scalable design systems and high-impact cross-channel campaign experiences across web, product, and marketing, blending visual storytelling with performance-driven design to improve conversion, clarity, and brand consistency.

### SKILLS

- Cross-Channel Marketing
- Campaign Design
- Brand Systems
- Design Systems
- Visual Design
- Web & UI Design
- Production Design
- Typography & Layout
- Illustration & Iconography

### EXPERIENCE

#### Digital Designer, Blinds.com (A Home Depot Company) • *Online blinds retailer* May 2024–Present

- Lead Figma adoption across email and marketing, standardizing workflows and streamlining cross-team collaboration
- Built the first email marketing design system, increasing design-to-development speed and brand consistency
- Accelerated campaign delivery by optimizing design workflows and enabling earlier cross-functional alignment
- Create cross-channel creative for social, paid, and email marketing, strengthening brand storytelling across campaigns
- Deliver large-scale campaign creative for peak revenue periods under tight deadlines, ensuring on-time launches
- Implement AI tools for lifestyle imagery production, reducing agency reliance and improving production efficiency
- Design wireframes and prototypes using CX data to streamline e-commerce journeys, reducing friction and drop-off

#### Visual Designer, Modernize (Remote) • *Home improvement marketplace* Jun 2021–Oct 2023

- Led landing page UX improvements using usability testing, wireframing, and prototyping, increasing conversion rates
- Designed and optimized service-pro landing pages to improve lead capture through simplified form experiences
- Ensured design fidelity by partnering with engineering to maintain consistent interaction patterns across user flows
- Designed multi-channel marketing campaigns for customers and service pros, driving acquisition and brand awareness
- Developed print and experiential assets, including trade show booths and event campaigns, to support brand presence
- Built scalable design systems across web and marketing experiences, improving consistency and design efficiency
- Implemented WCAG accessibility standards across landing pages and lead forms, enhancing inclusive user experiences
- Integrated SVG-based illustrations and motion to improve content clarity, engagement, and website performance

#### Visual Designer, NextSeed • *Crowdfunding investment platform* Nov 2017–Jun 2021

- Sole designer leading cross-functional design for a regulated platform with 25K+ users and \$20M+ in investments
- Led platform redesign using investor feedback and leadership input, improving usability, clarity, and engagement
- Shaped investment workflows through wireframes and prototypes, strengthening UX validation and product alignment
- Established brand standards with the Marketing Director, improving trust and cohesion across investor touchpoints
- Built a design system scaling product and marketing design, unifying design language and accelerating development
- Partnered with engineering to improve implementation accuracy and delivery speed across product workflows
- Created investor-facing materials, including pitch decks and one-pagers, strengthening trust and engagement
- Transformed complex financial concepts into clear illustrations and iconography, improving clarity and comprehension

#### Visual Designer, DrumBeat Marketing • *Web design & branding agency* Mar 2015–Oct 2017

### EDUCATION

Bachelor of Fine Arts in Graphic Design, University of Houston, 2014

### TECHNICAL

**Design:** Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Firefly)

**Motion & Interaction:** Keyshape, Jitter, After Effects

**Collaboration:** FigJam, Lucidspark, Jira, Asana, Monday, Google Workspace, Microsoft 365