Luis Perez
Visual Designer
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SUMMARY

With 8+ years of in-house and agency experience, I am dedicated to building and telling brand stories through visual design that drive engagement and create human connection across web, digital, and print.

SKILLS

• Web Design	• Usability Testing	• Documentation	• Branding	• Typography
• UI/UX	• Wireframes	• Marketing Design	• Illustration	• Color Theory
• Design Systems	• Prototypes	• Graphic Design	• Iconography	• Composition

EXPERIENCE

Visual Designer, Modernize (Remote)   Jun 2021–Oct 2023

- Executed the design for 20 websites, 10 interactive tools, and 35+ landing pages from ideation to launch
- Designed digital/print marketing materials, including ebooks, email templates, social media ads, and mailers
- Crafted user flows, wireframes, and prototypes to define concepts, goals, requirements, and constraints
- Established design systems in Figma to maintain consistent visual language across various digital products
- Conducted user testing to identify pain points, spearheading key changes that increased conversion rates
- Played a key role in implementing WCAG accessibility standards, ensuring an inclusive web experience
- Integrated animated SVG illustrations and motion to UIs, enhancing UX and boosting user engagement
- Worked closely with developers and stakeholders to ensure accurate Figma to WordPress implementation

Visual Designer, NextSeed   Nov 2017–Jun 2021

- Drove the design of websites, landing pages, UI, and creative assets, ensuring a unified design language
- Produced marketing/sales collateral, including brochures, pitch decks, email graphics, and event signage
- Enhanced workflow efficiency via clear communication and asset management, streamlining project delivery
- Teamed up with the product team to develop a Figma-based design system, reducing development time
- Designed unique illustrations and icons to aid users with understanding content and improving UI navigation
- Conceptualized user-centric features by creating wireframes and prototypes to assess UX and feasibility
- Implemented brand guidelines alongside the Marketing Director to reinforce consistency across all channels
- Communicated with local print shops to ensure printed materials met quality standards and specifications

Visual Designer, DrumBeat Marketing   Mar 2015–Oct 2017

- Designed 40+ mobile-friendly websites from concept to execution for clients in the B2B and B2C space
- Produced digital/print promotional assets, such as magazine ads, business cards, billboards, and display ads
- Created wireframes and prototypes based on client feedback to define UX, layout, and visual direction
- Collaborated with developers to ensure a smooth implementation from Sketch to Magento or WordPress
- Developed logos and brand guidelines for businesses, establishing memorable and adaptable brand identities
- Demonstrated communication and presentation skills by presenting concepts to clients and project managers

EDUCATION

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

TECHNICAL

- **Design:** Figma, Sketch, Keyshape, Jitter, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)
- **Collaboration:** Jira, Asana, Google Workspace, Microsoft 365, FigJam, Lucidspark