

MIKE E. PEREZ

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WORK EXPERIENCE

CREATIVE SPECIALIST

07/2013 - Present | Fusion Packaging, Dallas, TX

Manage all creative services within the company by working closely with Fusion's Creative Director, marketing department, sales and account managers, as well as the engineering team and operations staff in China. Approve package artwork for all customers, photograph products and gallery items, design all creative marketing materials (presentation graphics, mailers, trade shows, website), create 2D and 3D renderings and mockups, oversee video production and 3D prototype production. Developed company's branding guidelines and manage teams to facilitate branding of technical drawings for customer and factory review.

Key Accomplishments

- Renderings instrumental in securing business from high-end clients Urban Decay, Mary Kay, Estée Lauder.
- Photography helped to elevate brand's look and status within the industry.

CO-FOUNDER, LEAD CREATIVE DESIGNER

03/2013 - 03/2015 | Coriander Creative, LLC, Harlingen, TX

Worked closely with the Associate Creative Director/co-founder to design, produce and manage client websites, as well as design and produce print collateral, e-mail blasts and e-newsletters. Managed client services and relations and pitched new business to potential clients.

Key Accomplishments

- Built a solid foundation for the company to grow by securing business from high-profile local businesses and organizations.
- Developed brand identity for Frontera Audubon Society's annual Farm to Fork event.

GRAPHIC/WEB DESIGNER

1/2009 - 5/2012 | Michael A. Burns & Associates, Inc., Dallas, TX

Developed, designed and managed client websites, print collateral design, e-mail blasts, e-newsletters and clients' and company's social media presence. Responsible for photo retouching and manipulation, multimedia presentations and media kits, basic animation and video editing. Worked directly with clients to conceptualize new creative opportunities.

Key Accomplishments

- Designed more dynamic and appealing websites for clients outside the typical B2B model.

DESIGN EDITOR

1/2006 - 5/2007 | The University Star Newspaper, Texas State University - San Marcos

Managed a team of page designers, created layouts, edited copy and wrote headlines. Contributed to staff editorials and planned for upcoming content as a member of the editorial board.

Key Accomplishments

- Recipient of seven Texas Intercollegiate Press Awards for design, including Best in Show, Sweepstakes and 2nd Best Overall newspaper.
- Awarded internship at the *San Antonio Express-News*, summer 2007.

WEBMASTER, GRAPHIC/WEB ARTIST

12/2000 - 11/2005 | Valley Morning Star Newspaper, Harlingen, TX

Managed and designed all commercial and editorial Internet properties for the *Valley Morning Star* newspaper, *South Padre Island Breeze* and *RioSun* entertainment magazine. Designed informational graphics and feature pages, color corrected photos, edited copy and wrote headlines.

Key Accomplishments

- Designed front page for noteworthy events, such as 9-11, space shuttle Columbia disaster and the death of Pope John Paul II.

EDUCATION

1/2006 - 12/2008 | Texas State University, San Marcos, TX

Bachelor of Fine Arts in Communication Design

3.5 GPA, Cum Laude, Dean's List

12/1998 - 8/2000 | Texas State Technical College, Harlingen, TX

Associate of Applied Science in Digital Imaging Technology

3.5 GPA, Dean's List

SKILLS

3D Printing.....	Proficient
Adobe Creative Suite.....	Expert
Art/Photo Shoot Direction.....	Proficient
Cross-cultural Communication Skills (Latino, Korean, Chinese).....	Proficient
Customer Relations.....	Expert
Front-end Web Design/Coding.....	Proficient
Graphic Design.....	Expert
Interpersonal Skills.....	Expert
Inventory Management.....	Proficient
Keyshot 3D Rendering Software.....	Proficient
Mac & Windows Environments.....	Expert
Microsoft Office.....	Proficient
Photography.....	Expert
Photo Retouching.....	Expert
Project Management.....	Proficient
Social Media & Blogging Platforms.....	Expert
Sketchup 3D Modeling Software.....	Proficient
Spanish (Listening & Reading).....	Intermediate

AWARDS & EXHIBITIONS

- Museum für Kommunikation Frankfurt & Berlin DIY Exhibition, Fall 2011/Spring 2012
- Wikimedia Commons GLAM Wiki 09 international convention in Canberra, Australia, 2009
- ExperimentaDesign International Design Biennale in Amsterdam, Fall 2008
- Honor from the Art Directors Club of Houston, Fall 2008
- Granted the IEF Scholarship for Study Abroad, Summer 2008
- Texas State University Juried All-Student Exhibition, Spring 2008
- Awards from Texas Intercollegiate Press Association, Spring 2007

COMMUNITY INVOLVEMENT

- Singing Member of the Turtle Creek Chorale, a world-renowned men's chorus, currently in its 36th season
- Singing Member of Resounding Harmony Chorus, a non-profit fundraising organization, 2010
- Member of Dallas Society for Visual Communication, a professional development organization, 2011-2012
- Webmaster for Hearts Across Romania, a non-profit providing aid to Romanian orphans, 2012
- Webmaster for Art Professionals of Texas, a non-profit professional development organization, 2012