



Victor Perea
www.victorperea.com

OBJECTIVE I have 21 years experience in the creative field and am seeking a position where my design and creative expertise can be utilized and challenged. I am very comfortable in fast-paced, varied, deadline driven environments being able to take projects from conception to completion including all facets of the the creative process.

EXPERIENCE 2/2007 - Present

Freelance

Dallas, Texas / Philadelphia Pennsylvania

Graphic Designer

Since February of 2007 I have been concentrating on my freelance work and have been contracting in Dallas, Texas (Currently with Capital One Finance since August 2008)

Freelance Clients include:

The National Academy of Human Resources – Longboat Key, FL

Cornell University – Ithica, NY

The American College of Emergency Physicians – Dallas, TX

International Association of Exhibitions and Events – Dallas, TX

Viewcast – Dallas, TX

North Dallas Shared Ministries – Dallas, TX

Contract Clients include:

Lorel Marketing – King of Prussia, PA

David's Bridal – Conshohocken, PA

Panzano & Partners – Moorestown, NJ

Women of Faith – Plano, TX

Capital One Auto Finance – Plano, TX

8/2008 - 2/2011

Capital One Auto Finance

Fort Worth, Texas

Senior Web Designer – Full-time (contract)

Brainstorming and conceptualizing ideas for campaigns and promotions. Working with internal clients to ensure they meet their deadlines. I maintain the departments internal timesheets to log time spent on various projects. I work closely with managers to prepare direct mail files for output to our print vendors and our direct mail house. I also collaborate with the copywriter on projects before, during and after we have begun the creative design process. Mac and PC environment.

2/2007 - 8/2007

Cook Children's Health Care System

Fort Worth, Texas

Graphic Design Specialist – Full-time

Design and rebranded their materials for the medical center's six internal companies. I worked closely with the marketing team's account executives to creatively find solutions to new and existing projects. I coordinated with vendors to discuss projects and printing, including press checks when necessary. I also worked with our external agency to ensure that the branding vision, messaging and values were consistent. Mac and PC environment.

11/2005 - 2/2007

MPI-Meeting Professionals International

Dallas, Texas

Graphic Designer – Full-time

Designed and conceptualized materials for print media and the website. Projects included 4-color brochures, web banners and other meeting collateral, including but not limited to signage, on-site programs/advertising and other branding material. I worked on redesigning the website, collaborating with IT, the Web Content Manager and Marketing to ensure the consistency of our look, messaging and branding. Other responsibilities included designing the cover for The Meeting Professional magazine, preparing files for digital output, press checks and brainstorming with the marketing team. Mac-based environment.

10/2001 – 11/2005

American College of Emergency Physicians

Dallas, Texas

Graphic Designer - Contract

Designed and conceptualized materials for print media and the website. Projects included 4-color brochures and catalogs to publications and newsletters. I also worked closely with the printers and preparing files for digital output as well as internal clients. Other projects included some photography and art direction. Mac-based environment.

9/1999 - 8/2001

Texas Curve

Dallas, Texas

Publisher - Self employed

Produced a monthly publication. Acted as Publisher, Editor, Art Director, Account Executive, and Distribution Manager. Mac based-environment.

Achievements

- Launched a publication in El Paso, TX that eventually went statewide and received national recognition
- Acquired national representation by Rivendell Marketing
- Increased subscription base (nationally) and distribution base (at the state level)

12/1997 - 7/1999

Cedar Tree Media

Hollywood, California

Graphic Designer

Graphic designer and client liaison. I worked closely with clients on their projects. Mac based-environment.

Achievements

- Introduced web-based design as an additional form of income for the company
- Introduced QuarkXpress as an additional design tool in the production department

5/1992 - 12/1997

Houston Voice

Houston/Texas

Art Director

Redesigned a failing community newspaper, re-staffed the art department, and reorganized the internal production environment in order to create a more structured, stable and deadline oriented team. Worked closely with the editor and publisher, printers and account executives. PC based environment.

Achievements

- Helped to revive the newspaper and have it invited to join a National Newspaper Guild
- Redesigned the entire look of the publication
- Reorganized the entire production department

EDUCATION DCCCD - North Lake (currently enrolled) Associate of Arts
El Paso Community College Major: Mass Communications
University of Texas El Paso Major: Liberal Arts

JOB SKILLS I am proficient in the Adobe Creative Suite 5 — Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Flash Catalyst, Fireworks, Acrobat), QuarkXPress, Pagemaker and Microsoft Office (Word, Excel, and Powerpoint) and CSS.

OTHER SKILLS I speak some Spanish, am Mac and PC proficient, can maintain Macs, knowledgeable of pre-press, and am familiar with American Sign Language, HTML, and Actionscript.

PORTFOLIO AVAILABLE FOR REVIEW