

ARMANDO PERALES

Creative Director | Designer

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Creative Director with 10 years experience in Graphic Design and with 7+ years in managerial creative roles. Supervised the development of 250+ graphic design projects. Seeking to join a reputable organization to lead the creation of visually inspiring solutions that satisfy the demands of their audience and amplify the message behind the brand. *(Bilingual / Spanish)*

Work Experience

Creative Director / Graphic Designer

The Brand Capsule, Fort Lauderdale, FL

2015 - Present

- Supervise multi-functional teams of 6+ colleagues to develop creative and effective advertising solutions for a diverse portfolio of clients
- Commission artwork and related projects; source subcontractors and negotiates costs, oversee the completion of all projects, directs and supervises multimedia productions.
- Instrumental generating client proposals and assisting client retention.

Junior Marketing Director / Graphic Designer

Bryan Ashley Industries, Deerfield Beach, FL

2014 - 2015

- Worked closely with the senior management team to brainstorm creative concepts and generate framework necessary to produce optimal promotional media.
- Facilitated graphics and marketing materials for sale presentations as well as tradeshow events.
- Organized all creative materials to ensure their smooth transition to other departments.

Senior Graphic Designer / Project Manager

1Stop n' Go Business Solutions, Pompano Beach, FL

2012 - 2014

- Hands on development of creative design concepts for print, ecommerce and digital media.
- Directed designers, developers, multimedia and production staff to ensure proper production of brand elements.
- Consulted for a diverse portfolio of clients and lead the efforts to translate established creative direction into conceptual ideas.

Graphic Designer

Freelance

2009 - 2014

- Authored superior graphic design, prints, ads, marketing collateral, viewbooks and logo designs.
- Incorporate and explore client suggestions and directives, resolve questions and concerns, oversee objections.

Education

Bachelor of Graphic Design

Art Institute of Fort Lauderdale, FL

2012

Bachelor of Fashion Merchandising

Art Institute of Fort Lauderdale, FL

2012

Key Skills

Software: Adobe Photoshop & Illustrator | WordPress | Microsoft Word, Excel & Powerpoint | Prezi

Others: Social Media | Photography | Video Editing | Team Management | Creative Problem Solving

Publications

WeAr Trade Magazine | Hospitality Design | Contract Design | GDUSA