

Hola! I'm Nerea Pérez.

I'm an art director & graphic designer from Barcelona living in the UK. My background includes almost 10 years experience (7 in a communication agency in Barcelona and a couple as a freelance in the UK). I've had the opportunity to work on multiple projects for clients with outstanding reputations in their respective fields. I am a creative thinker with an eye for great design and sensitivity placing extreme attention to details. I am comfortable working in a cross-functional team and I have become an expert at managing workflow, efficiently striving to achieve a high standard of work whilst meeting deadlines.

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EXPERIENCE

Jan 2017 - Present

Freelance, Birmingham (UK) - Art director & Graphic designer

KAWASAKI MOTORS EU. I've been working on the WorldSBK Championship celebration campaign for two years. Providing the main design of the campaign and adapting it into different media. I also provide off-line advertisement and on-line campaigns for social media.

PIRELLI MOTORS. I've become the external resource for projects that need efficiency and speed as well as quality and good work. Advertisement (digital and traditional), graphic supports for stores, motorbike design...

BUBEL BARCELONA. Marketing and publicity, on-line and off-line campaigns, packaging, web design, concept and art direction, catalogues and brochures, managing photo shoots, liaising with suppliers... I provide more than graphic support, accurate and high-quality design work across all media, I'm a creative thinker solving problems to cover all needs at the time.

VOLEY TEXTIL SANTANDERINA. I designed the new official team kit for the 2018 – 2019 season. Currently working on the new merchandise.

GIRL DREAMER. I redesigned the corporate identity due to the need for a change of image towards something more professional to gain reliability and strength. The result was a new versatile, fresh and flexible brand.

Feb 2013 - Jan 2017

SDD Brandcare, Barcelona - Art director & Graphic designer

- Responsible for managing a graphic design team developing design solutions.
- Developing and creating ideas and concepts.
- Meeting clients to discuss their needs and objectives.
- Scheduling project implementation and define budget constraints.
- Explaining design concepts and ideas to clients and colleagues.
- Coordinating multiple projects at the same time, with different complexities and deadlines.
- Commissioning photographers, illustrators and video assignments.
- Liaising with print companies and other suppliers to secure the best prices.
- Liaising with other departments such as accounting, marketing, IT department and translators.
- Providing graphic support for Blogs, websites and social media.
- Producing accurate and high-quality design work.
- Reviewing final layouts and suggesting improvements if required.
- Photo shoot management and supervision to ensure that the objectives are met.

Sep 2012 - Sep 2014

Projecte Kanun, Barcelona - Co-Founder & Designer

Feb 2014 - Apr 2014

Stack-Cup, Barcelona - Freelance Graphic Designer

- Designing custom product designs for soccer teams such as Real Madrid CF, Sevilla FC, Real Betis and Sabadell FC and a custom design for Real Madrid CF's packaging.

Sep 2010 - Feb 2013

SDD Brandcare, Barcelona - Graphic Designer

- Amending final designs based on internal comments and gain full approval.
- Preparing and sending final layouts for production.
- Adapting designs to online and offline supports.
- Creating designs independently, without previous inputs from the art director.
- Involvement in brainstorming providing creative ideas and sharing new proposals.
- Editing photography.
- Liaising with print companies.
- Performing workshop tasks such as using a plotter to make stickers for motorcycles, boxes or other supports; printing and binding presentations...

Mar 2011 - Jun 2011

Ramon Llull University (ESDI) - Graphic Designer

Working within a cross-functional team formed by industrial designers, interior designers and graphic designers.

Feb 2010 - Jul 2010

SDD Brandcare, Barcelona - Graphic Designer Internship

EDUCATION

2011-2012

Bau University of Design - Master of Motion Graphics

2007-2011

Ramon Llull University (ESDI) - Bachelor's Degree, Graphic Design

AWARDS

March 2010

Ramon Llull's yearly folder

Design of Ramon Llull's yearly folder named "Treepography".

LANGUAGES

Native Catalan and Spanish.

English: Professional working proficiency.

VOLUNTEER

August 2009

International Work Camp in Tingberg, Denmark

Preparation of recreational activities for kids from low income families, together with a multicultural team formed by people from 9 different countries.

Sep 2005 - Aug 2011

Esplai La Teranyina, Barcelona - Youth Recreational Leader

Volunteer in educational leisure promoting universal values of respect, solidarity, participation through recreational activities.

REFERENCES

Available on request.