

AMBERLY PEREZ

GRAPHIC DESIGNER | BRANDING & MULTIMEDIA SPECIALIST

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in [APerez/LinkedIn](https://www.linkedin.com/in/APerez/)

📍 Metro Detroit, MI

PROFESSIONAL SUMMARY

Graphic Designer and strategic visual storyteller with 13 years of experience delivering brand-elevating design across digital, print, and motion. I've led event marketing campaigns, social content, and product launches that increased brand recognition by 30% and boosted engagement by 20%. From large format prints to brand identity, I design high-impact visuals that connect and convert. Known for bringing creative energy to cross-functional teams, I turn ideas into campaigns that move people and grow brands.

SKILLS & TOOLS

Design: Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Lightroom, Premiere Pro, After Effects, Acrobat), Figma, Canva, Typography, Layout Design, Packaging, Logo Design, Brand Identity, Corporate Design, Corporate Presentations • **Marketing & Content:** Branding, Visual Storytelling, Email Marketing, Social Media Content, Web Design, Campaign Assets, Marketing Collateral, Experiential Marketing • **Events & Production:** Event Marketing, Trade Show Graphics, Branded Environments, Large-Format Design, Production-Ready Assets, Corporate Event Coordination • **Photo, Video & Motion:** Product & Lifestyle Photography, Retouching, Photo & Video Shoot Coordination, Motion Graphics & Video Editing • **Illustration:** Digital (Procreate), Traditional Media • **Technology & Platforms:** Microsoft Office Suite (Word, Excel, PowerPoint, Outlook, Teams, OneDrive, SharePoint), CRM (Salesforce, Dynamics 365), Shopify • **Project Management & Collaboration:** Asana, INNERGY

EXPERIENCE

Graphic Designer & Product Photographer

Shar Music, Ann Arbor, Michigan
(July 2024 - Present)

- Strengthen brand identity through digital ads, email marketing, and e-commerce visuals, driving consistency across channels.
- Elevate product presentation by leading product and lifestyle photography for web, email, and promotional campaigns.
- Design social media assets, seasonal promotions, and cross-channel campaigns to unify marketing efforts and drive engagement.

Freelance Graphic Designer / Illustrator (Part-Time)

Metro Detroit, Michigan
(May 2024 - Present)

- Deliver branding, marketing, and digital assets for small businesses and local brands, including Adore Aesthetics and Grays Auto Detail Supplies.
- Achieve 100% client satisfaction and improve client retention by 20% through strategic design solutions and communication.
- Create logos, social content, and promotional materials tailored to client goals and audiences.

Graphics Project Manager

iMBranded, Troy, Michigan
(February 2024 - May 2024)

- Oversaw 10+ large-format print projects from concept to installation for national brand clients such as FANUC and Jeep auto dealerships, ensuring quality and on-time delivery.
- Reduced production time by 4% by streamlining file setup, vendor coordination, and approval workflows.

Marketing Creative Specialist / Graphic Designer

Dürr Systems, Inc., Southfield, Michigan
(May 2012 - February 2024)

- Developed marketing collateral, trade show materials, and motion graphics, increasing brand recognition by 30% and client engagement by 20%.
- Designed and executed email marketing campaigns and social media content for FABTECH, increasing event engagement and audience reach.
- Captured and edited event footage, producing dynamic recap videos with motion graphics for social media promotion.
- Presented design concepts to leadership and stakeholders, ensuring alignment with branding and marketing strategies.
- Created production-ready assets for print, digital, and large-format display.

EDUCATION

Bachelor of Fine Arts

August 2009 - May 2013
College for Creative Studies, Detroit, Michigan

LANGUAGES

English (fluent)

Spanish (fluent)

REFERENCES/RECOMMENDATIONS

References available upon request. Recommendations on LinkedIn profile.