


AMBERLY PEREZ

GRAPHIC & MULTIMEDIA DESIGNER

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 amberlyperez.design

 APerez|LinkedIn

 Metro Detroit, MI

PROFESSIONAL SUMMARY

Innovative Graphic & Multimedia Designer with 12+ years of experience crafting compelling brand visuals across digital, print, and large-scale formats. Specializes in branding, visual storytelling, typography, layout design, and marketing/product photography to elevate audience engagement. Increased brand recognition by 30% at Dürr Systems and improved client engagement by 20% through strategic design execution. Proficient in Adobe Creative Suite, print production, and content strategy, delivering high-impact visuals that captivate audiences and strengthen brand presence.

EDUCATION

Bachelor of Fine Arts

August 2009 - May 2013

College for Creative Studies, Detroit, Michigan

EXPERIENCE

Graphic Designer & Product Photographer

Shar Music, Ann Arbor, Michigan

(July 2024 - Present)

- Develop branding materials that reinforce a cohesive visual identity, driving increased site traffic and customer trust.
- Collaborate with sales and marketing teams to develop cohesive branding initiatives, laying the foundation for organic growth and improved site engagement.
- Ensure a consistent visual identity across platforms, fostering early improvements in brand recognition and customer trust.

Freelance Graphic Designer / Illustrator

Metro Detroit, Michigan

(May 2024 - Present)

- Develop custom branding assets and marketing materials, leading to 100% client satisfaction, as confirmed by positive feedback.
- Transform client visions into compelling visuals, improving client retention by 20%.
- Delivered graphic design projects on schedule and within the agreed scope, ensuring high-quality outputs that resulted in positive feedback and repeat business from all involved parties.

Graphics Project Manager

iMBranded, Troy, Michigan

(February 2024 – May 2024)

- Led 10+ graphics projects, delivering high-quality outputs with strong budget control and timely completion.
- Streamlined workflows, cutting production time by 4% through effective coordination with design, production, and shipping teams using INNERGY.
- Delivered client-aligned solutions that resulted in 100% positive feedback, strengthening client relationships and trust.

Marketing Creative Specialist / Graphic Designer

Dürr Systems Inc., Southfield, Michigan

(May 2012- February 2024)

- Led branding initiatives across North America for a global automotive supplier, resulting in strategic visibility improvements that contributed to a 30% increase in brand recognition over twelve years.
- Designed and produced high-quality marketing materials, including print and digital assets, that increased brand recognition and engagement.
- Coordinated the company's presence at a major industry trade show with over 5,000 attendees, driving business growth and boosting brand visibility.

SKILLS

Graphic Design • Design Software Proficiency • Typography & Layout Design • Branding & Visual Identity • Marketing Strategy & Digital Campaign Design • Social Media Graphics Creation • Illustration (Traditional & Digital) • Product Photography & Image Editing • Multimedia Production (Audio & Video) • Print Production • Solution Development • Collaboration & Communication • Precision & Accuracy • Deadline Management • Event Coordination

LANGUAGES

English (fluent)

Spanish (fluent)

TECHNOLOGY

Design: Adobe Creative Suite (InDesign, Photoshop, Lightroom, Illustrator, Premiere Pro, After Effects, Adobe Express), Procreate, Figma, Canva • **Office:** Microsoft Office Suite (Word, Excel, PowerPoint, Outlook, Teams, SharePoint) • **CRM:** Microsoft Dynamics 365, Salesforce • **Project Management:** INNERGY, Asana • **Other:** Shopify

REFERENCES/RECOMMENDATIONS

Available upon request and on LinkedIn profile @APerez|LinkedIn