

# CAREY PEREZ

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## CREATIVE LEADER / ART DIRECTOR / DESIGN MANAGER

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Creative Manager with over 25+ years of experience in traditional and digital designs, from custom websites with data-heavy dashboards to large scale marketing campaigns in well-known brands. Influential and effective leader during both the creative and production process, who guides projects from design through completion always meeting deadlines. Strength in mentoring other creatives. Ability to accomplish short and long term work goals, excellent professional judgement and great prioritization. Deep background in high-tech data-driven initiatives, e-commerce, print and digital magazines, trade shows, gaming and more. Always striving for an elegant user experience, easy-to-understand and engaging materials, and creating a great brand story. Strong, effective communicator passionate about design.

## SKILLS

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- Calm problem-solver & Strategist
- Brand Guardian
- Creative Innovator
- Team Leader and Mentor
- Thoughtful and Flexible
- Globally Aware
- Great Visual Storyteller
- Print and Digital Comprehension
- Microsoft Office: Word, PowerPoint, Excel
- HTML, CSS
- Photoshoots
- Adobe Creative Suite: InDesign, Illustrator, Photoshop, Dreamweaver, Flash, Fireworks
- Balsamiq Mockups
- Proficient: French

## EXPERIENCE

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### **eBay, San Jose, CA | March 2016 - March 2019**

#### **Design Lead, Design Manager**

- Led the creative direction for a team of designers and worked closely with an embedded agency as well as outside agencies to create stellar brand stories using design and copy. The goal: elegant and compelling work that was relevant to the consumer keeping a consistency to the eBay brand.
- Worked closely with copy leads, business partners, marketing partners, developers and executive leadership and fostered great cross-functional relationships
- Stress-tested new templates, for homepage banners, emails, and onsite assets keeping them on brand
- Wrote “how to write a good creative brief” to establish correct expectations for defining design requests, and preventing churn
- Educated marketing managers on the importance of consistency and the reasons to follow brand guidelines to improve the customer experience
- Identified rogue marketing methods and off-brand designs, and dramatically improved the processes and quality of work by educating all stakeholders
- Consolidated outside agencies and brought more work in-house, creating more effective and consistent campaigns that were on brand
- Proposed refreshed designs and user experience of eBay Bucks loyalty program to Chief Marketing Officer and Chief Creative Officer, and then delivered final style guide, templates and training materials.
- Liaised with outside and embedded agencies to provide education on ever-changing styles, branding, templates and expectations with the goal to elevate the creative product
- Created design campaigns and brainstormed with team members to find new, fresh ideas

### **365 Media, San Mateo, CA | January 2013 - March 2016**

#### **UI Designer/Senior Art Director**

- Designed websites and data-heavy user interfaces for multiple business including ForecastThis, Stortrack.com, LendingLens.com, [firestartertech.com](http://firestartertech.com), RetailSalesConnect.com and many more.
- Crafted, tested and deployed clean dashboards that distilled complex information into useful reports.
- Supervised graphic and front-end designers and collaborated closely with development teams that included the CEO, CTO, product and project managers.

### **Carey Perez Beyond Design, San Mateo, CA | January 2009 - March 2013**

#### **Freelance Consultant**

- Offered private design consulting on a freelance basis.
- Completed design work such as logos, websites, email templates, banner ads, print ads, signage, catalogs, postcards, menus and more.

- Served notable clients such as eBay, Lucid Imagination, Trimble Navigation, Stack's Restaurant, San Francisco Conservatory of Music, Shipwire, Sunset magazine and several other publications.

**UBM Media Americas**, San Francisco, CA | April 1997 - January 2009

**Senior Art Director**

- Oversaw designers and managed print buying, vendors and press checks.
- Spearheaded designs for 14 magazines, such as *Dr. Dobb's Journal*, and multiple trade shows such as Software Development West and East Conference & Expo.
- Delivered marketing collateral on-time and on-budget including websites, email campaigns, media kits, direct mail, print ads, tradeshow catalogs, CD packaging, and more.

**GamePro Media Group**, San Francisco, CA | April 1994 - April 1997

**Senior Designer**

- Conceived and executed layouts for *GamePro*, *S.W.A.T. Pro*, and *SegaVisions* magazines, and Electronic Expo (E3) Tradeshow Daily.
- Created corporate collateral such as: point of purchase displays, posters, mini-books, and direct marketing.

**EDUCATION**

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**California Polytechnical State University of San Luis Obispo, CA**  
**Bachelor of Science in Applied Art and Design**

- Minor in English
- Read, Write, Speak French