

Roberto Pérez

Sr. Multimedia Designer

10+ years of experience in Creative Direction, Branding, Visual Design, UX/UI Design and Motion Graphics. Led teams of 5-10 people across technology, marketing, production and design departments. Experienced in corporate environment as well as startups and independent work

EXPERIENCE

Hoken, New York City

Sr. Visual Designer/UI Designer

2023 - 2024

- Ownership of the Design System across company's marketing channels
- Collaboration with both Growth and Product departments, providing visual assets.
- UX/UI Design for Growth development, quickly testing and pivoting accordingly with the company objectives.
- Motion Design and video editing aimed to increase conversion and drive better traffic to the site.

Coca-Cola Femsa, Mexico City, Mexico

Design Coordinator

2021 - 2023

- Improved production pipeline for digital signage placed on over 23 different locations across 10 of the most relevant cities for Coca-Cola Femsa's business.
- Increased communication efforts towards the sales force using multimedia resources, giving service up to 2.1 million sales points.
- Writing and supervising production for national radio ads across all product categories.
- Design within Coca-Cola's Company Master Graphics and Identity system for the Mexican market.
- Ownership or my own projects, relationship with clients and vendors

Mexican Nomads, Mexico City, Mexico

Creative Director/Founder

2019 - 2021

- Founder of this digital agency/production company.
- Manage on average 5 creative projects at once, leading a 6 people base team, plus additional vendors accordingly with each project
- Design and implement branding for the agency, and maintaining it across our different communication channels
- Worked with clients from Mexico and Barcelona, and teams in Sweden and Brazil.
- Collaborate in UX/UI, Branding, Motion Graphics, Film Production, and Digital Marketing projects.

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[Website](#)

[Linkedin](#)

[Behance](#)

[Vimeo](#)

SKILLS

Creative Direction
Branding
Visual Design
UX/UI Design
Motion Graphics
Video Editing

Adobe CC
Figma
Microsoft Word
Notion
Clickup

EDUCATION

National Institute of Fine Arts and Literature - School of Design

Master in Multimedia Design

2018-2019

Bachelor in Design

2012-2013

Mexico City, Mexico

Anahuac University

Animation

2012-2013

Mexico City, Mexico

OTHER

- Google UX Design Certificate in progress