

# Teddy Perez

ART DIRECTOR    PRODUCT DESIGNER    ILLUSTRATOR

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## LET'S DESIGN AND BUILD AWESOME THINGS TOGETHER

I am a highly skilled and experienced designer with a passion for creating visually captivating and innovative solutions. With a proven track record of delivering exceptional design projects across various industries, I bring a unique blend of creativity, technical expertise, and strategic thinking to every endeavor. Throughout my career, I have successfully collaborated with cross-functional teams, translating complex concepts into compelling visual narratives that resonate with target audiences. Equipped with strong communication and problem-solving skills. I am also an exceptional story teller and love design because it allows me to tell stories through interactions and user experiences. My expertise extends across various industries such as Healthcare, Supply Chain Management, Hospitality, and Retail. I want to challenge myself and others and work with the smartest and brightest teams so that we can create amazing experiences together.

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### INDUSTRY EXPERIENCE

Healthcare, Supply Chain Management, Manufacturing, Financial, Retail, Advertising, eCommerce, Dating, Entertainment, Real Estate, Travel, and Hospitality

### PREFERRED TOOLS

Figma, Adobe Creative Suite, Sketch, 3DS Max, Autodesk Maya, Blender, DaVinci Resolve, Z-Brush, After Effects, Premiere Pro

### EDUCATION

Maryland College of Art and Design, Illustration 1993-1996

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DESIGN MANAGER

## ORACLE

June 2015 - Present

*Let's start with my most recent job. **Oracle**. A very big company where I have the privilege of working with people a lot smarter than me.*

- Lead the design process, from concept to implementation, and provide guidance to cross-functional teams including product managers, engineers, and other designers to ensure that the UX design aligns with Oracle's brand guidelines and best practices.
- Conduct user research activities, such as interviews, usability testing, and surveys, to gain insights into user needs, behaviors, and pain points. Use findings to inform the design process and create user-centric solutions for enterprise design for various industries.
- Create interaction design concepts that define how users will interact with the software. Develop user interface (UI) designs, interaction patterns, and micro interactions that enhance usability and delight users.

ART DIRECTOR

## RESONATE

April 2015 - June 2015

*Then there was this place I worked at called **Resonate**. They are a consumer intelligence company that creates hyper-relevant, dynamic consumer insights and puts it at the fingertips of marketers for personalized brand action, scaled to the entire U.S. population.*

- Responsible for leading and overseeing the visual design direction and creative strategy to effectively communicate complex data-driven concepts and insights to clients. Played a critical role in ensuring that the company's visual assets, including graphics, data visualizations, and marketing materials, are visually compelling, accurate, and aligned with the company's brand identity.
- Set the overall artistic vision and style for products, ensuring that they align with the brand identity and communication objectives.
- Led and managed a team of designers, assigning tasks, providing feedback, and ensuring that projects are delivered on time and within budget. Foster a collaborative and creative work environment, encouraging the professional growth of team members.

ART DIRECTOR

## INSOMNIAC DESIGN

Jan 2014 - April 2015

*Their name says it all. **Insomniac Design**. A lot of sleepless nights but my time spent there was an amazing experience. Those nights were spent engaging in massive brain storming sessions that went on for ages. Amazing fun.*

- Oversaw and contributed to the creation of visual design assets such as layouts, illustrations, and digital media; ensuring they met high standards of creativity and quality. Ensured that the designs effectively conveyed the desired message and resonate with the target audience.
- Worked closely with other departments, such as marketing, advertising, and production to ensure seamless integration of visual elements into broader campaigns or projects.
- Collaborated with copywriters, photographers, and other creative professionals to achieve a cohesive and impactful final products.
- Saw the overall artistic vision and style for products ensuring that they align with the brand identity and communication objectives.

SENIOR WEB DESIGNER (CONTRACTOR)

## DC GOVERNMENT

July 2013 - Jan 2014

*I had the amazing privilege to work for the **DC Government**. This was where I had worked on one of the marquee projects of my career. I designed the website for our nations capitol. I also met with the DC Mayor and his Chief of Staff to get their buy in for the new design.*

- Led the design and creative direction for the website representing the nation's capital. Was responsible for overseeing the visual aspects of the website, ensuring that it effectively communicated the identity of the DC government and its residents, businesses, and tourists.
- Played a crucial role in enhancing the user experience and promoting the diverse offerings and initiatives of the District of Columbia.
- Worked closely with content creators, copywriters, and subject matter experts to integrate content effectively into the design.
- Ensured that the visual design complemented and enhanced the information being presented, making it engaging and easy to understand of users that use it for government services.
- Ensured that the website design met accessibility standards, making it inclusive and usable for people with disabilities.
- Complied with relevant government regulations and guidelines related to web design and information dissemination.

SENIOR WEB DESIGNER (CONTRACTOR)

## ANTECH SYSTEMS

July 2013 - Jan 2014

*Then there was this little government contractor company called **Antech Systems**...*

- Developed and design various visual assets, including logos, branding materials, marketing collateral, presentations, infographics, and digital media, to support the contractor's communication and marketing efforts. Ensure that the designs align with the contractor's brand identity and convey the desired message.
- Worked closely with government clients to understand their design needs, requirements, and objectives. Translated their feedback and vision into visually appealing designs that effectively address their communication goals.
- Developed print materials, such as brochures, flyers, and reports, as well as digital assets like website graphics, social media visuals, and email campaigns.

SENIOR DESIGNER

## ADVERTISING.COM

January 2010 - March 2011

*You ever see those banner ads on a website? The kind that take over an entire page with awesome visuals? That is what I did at **Advertising.com**.*

- Provided creative direction and strategic guidance for display ad campaigns, ensuring they align with clients' brand identities and communication objectives.  
Collaborated with clients and internal teams to understand their advertising goals and translated them into visually compelling display ads and designs. Collaborate with cross-functional teams, including account managers, copywriters, and developers, to understand project requirements and deliver outstanding ad designs. Communicate design concepts and ideas to clients, gather feedback, and iterate on designs based on client preferences and objectives.

SENIOR VISUAL DESIGNER

## AOL

August 2007 - January 2010

*You've got mail! Remember that? Yeah I worked for **AOL.com** for a few years. It was actually my first ".com" and it definitely lived up to the reputation of a .com. Smart people. Great fun.*

- Created visually appealing and innovative designs for digital platforms such as retail, dating, e-commerce, automotive and travel websites, mobile applications, and interactive media. Develop high-quality graphics, layouts, and visual elements that align with AOL's brand guidelines and enhanced the user interface.
- Worked closely with cross-functional teams, including product managers, developers, and content creators, to gather requirements and collaborate on design projects.

MULTIMEDIA SPECIALIST

## IMAGINE ONE

August 2003 - August 2007

*I also worked for a medium sized Government Contractor in Southern Maryland called **Imagine One**. There, we used multimedia tools to create self contained learning modules for the purpose of teaching the military how to use highly complex equipment.*

- Utilized my multimedia skills to develop and produce high-quality visual content, including videos, animations, graphics, and presentations.
- Collaborated with government clients and internal teams to understand their objectives and translate them into compelling multimedia materials.
- Created visually appealing animations and motion graphics that brought concepts, data, and information to life.
- Used interactive animation software and tools to create engaging visual narratives and enhanced the storytelling aspect of multimedia content for the purpose of delivering self contained learning modules that educated military personnel about newly fabricated military equipment.

MULTIMEDIA SPECIALIST

## INFOMATIC CORP

November 2000 - August 2003

*This was an interesting place to work. **Infomatic Corporation**. We created learning modules based in Flash to teach industry employees the latest and greatest best practices for safety and hygiene.*

- Developed dynamic and engaging multimedia presentations for clients. Utilize presentation software and multimedia tools to create interactive learning modules, incorporating multimedia elements such as videos, animations, and graphics to enhance audience engagement and understanding industry best practices for Manufacturing, Food and Retail Industries. These best practices included: Fire Safety Education, Food Prep Safety and Hygiene, First Aid, Biohazard, and Equipment Safety.

MULTIMEDIA SPECIALIST

## FAKTORY STUDIOS

February 2000 - November 2000

*This was a small start up company that did work for local businesses with a dash of government work. They spelled their name funny. **Faktory Studios**.*

- Designed and created visually compelling display graphics, brochures, and 3D Models to support both private sector and government initiatives.

## Nice things some awesome people have said...

*"Teddy was a Senior Designer for me when I was the Creative Director for AOL Shopping, Travel, Real Estate and Autos. During that time we completely redesigned all those properties. Real Estate was particularly interesting, we designed and built a entirely new experience all in 3 months. Crazy. I could not have done it without Teddy. He is such a talented designer with a very, very good knowledge of web technologies. This combination makes him an asset for any team. And if all that wasn't good enough, he's super fast and a terribly nice person. He even gets along with small children and pets! Seriously, I had a lot of fun working with Teddy and we did some tremendous work together."*

- Tony Hyun, Creative Director

*"Teddy Perez is a fantastic blend of artist and designer. His combined skill set always produce unique, fantastic work that sets any company apart from the competition. His understanding of visual design and user experience is second to none. I am lucky to have had Teddy on my team."*

- Timothy Deegan, Creative Director

*"Teddy is a solid designer with outstanding illustration skills. His appetite for new knowledge helps his skills stay polished. Teddy is also an innovator and thinks outside the box."*

- Lin Zhuang, Art Director