



Adriel Perez

Senior Creative Designer

Branding

Graphic Design

Visual Development

Email : adrielperezdimatatac@gmail.com
Behance : https://www.behance.net/adriel_perez
LinkedIn : <https://www.linkedin.com/in/adriel-perez-/>
Portfolio : portfolio-adrielperez.replit.app
Phone : +63 9286844702

Summary

Visual Development Illustrator and Graphic Designer with over 5 years of creative leadership driving high-impact campaigns, branding, and print-to-digital design. An expert in Adobe Creative Suite and visual storytelling, delivering end-to-end creative vision for senior stakeholders.

Credentials and Creative Achievements

Government Registered Professional Illustrator

- Officially registered as a professional illustrator under the NBDB — the Philippine government agency mandated to foster the growth of the country's book publishing industry
- Government-recognized professional status

International Children's Book Illustrator

- Illustrated and published an original Filipino children's comic book, achieved 6-figure sales revenue within its first year of release
- Translated and distributed in four languages: Filipino, English, German, and Spanish

Work Experience

Graphic Artist (Acting Senior) - St. Dominic College of Asia

Jan 2025 – May 2026

- Spearheaded 20+ integrated, multi-channel marketing campaigns across print, digital, social media, and event platforms — achieving a 143% YoY increase in event engagement
- Drove visual strategy and design direction contributing to a 76% YoY enrollment growth through high-converting marketing collateral and campaign design
- Translated institutional enrollment and business objectives into compelling visual narratives aligned with brand guidelines and strategic goals
- Maintained and evolved the institution's visual identity system and design system documentation
- Oversaw pre-production planning for marketing shoots, event visuals, and promotional content — coordinating timelines, budgets, and deliverables with project managers
- Ensured brand consistency and visual hierarchy across web, social media, print, digital advertising, and event materials

Skills

Design Principles

Graphic Design
Print Design
Typography & Layout
Photo Enhancement
Social Media Ad Designs
Brand Guidelines
Visual Development
Logo Design & Illustration
Brand Identity Systems

Visual Illustration

Concept Art
Background Illustration
Visual Storytelling
Comic Illustration
Creative Composition
Color Theory

Software & Tools

Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Clip Studio Paint Pro
Figma
Canva & Capcut

Professional Capabilities

Creative Art Direction
Team Leadership
Visual Brand Strategy
Independent Autonomy
Collaborative Delegation

Education

St. Dominic College of Asia

Bachelor of Multimedia Arts

2D Artist/Graphic Designer - CBZN Perspective

Feb 2024 – Sept 2024

- Contributed to a ₱14M revenue event campaign generated from a ₱4M investment — a 3.5x return on marketing spend — through end-to-end campaign design and visual strategy
- Designed brand identities, logos, promotional graphics, merchandise artwork, and digital marketing collateral aligned with client visual standards
- Developed presentation decks, visual prototypes, and motion graphics assets for large-scale events
- Coordinated with production vendors and fulfillment teams for event signage, merchandise, and promotional material execution
- Ensured cohesive brand messaging and design consistency across all client-facing campaign touchpoints and production-ready deliverables

Freelance Illustrator & Graphic Designer

Sept 2023 – Feb 2024

- Delivered commercial illustration and graphic design commissions for a US-based client — managing full project lifecycle from brief to final delivery across time zones
- Developed and refined personal illustration portfolio, focusing on character design, digital illustration, and visual storytelling techniques informed by mentorship training

Graphic Design Artist - Digital Carabao

Apr 2022 – Sep 2023

- Designed integrated print and digital marketing assets — including brochures, landing page visuals, email marketing graphics, and social media creatives — supporting enrollment campaigns for international education programs
- Increased podcast visual engagement by 87% through data-informed thumbnail design, typography optimization, and visual hierarchy improvements
- Collaborated with marketing strategists and copywriters to translate business objectives and brand voice into compelling campaign concepts
- Participated in campaign planning, content calendar development, and asset scheduling to ensure consistent, on-time creative delivery
- Collected and synthesized stakeholder feedback to iteratively refine layouts, typography, color theory application, and visual hierarchy

Graphic Designer - Children's School of Tomorrow

Jan 2021 – Mar 2022

- Delivered a full institutional brand revamp — redesigning the school's visual identity system including logo, color palette, and typography — contributing to an institution generating 500K–1M in annual revenue
- Designed and animated the school's official institutional motion logo, which remains in active use today across all official communications and branding
- Designed multi-channel communication materials including brochures, posters, event programs, and digital announcements — executed with strict brand consistency
- Managed end-to-end print production: file formatting, prepress preparation, and vendor coordination
- Produced video announcement assets supporting internal and external institutional communications

Contact me



Just scan here