

ANTHONY PEREZ

ANTHONY PEREZ
CREATIVE DIRECTOR
SAN FRANCISCO, CA

FOURPRIME.COM·785.259.2647
ANTHONY@FOURPRIME.COM

PROFILE

I'm an amalgam of all things digital and design, creating new products and processes for disruptive startups, and continuously improving the quality and quantity of my own and my fellow designers' work. Brand management lead with 8+ years experience hand crafting experiences people love. I lead the art direction of key fortune 500 accounts with a group of talented designers. I support my colleagues' growth by sharing expertise, inspiration, and my love for the language of design.

My mission is to create powerful user-centered content that conveys narrative and a clear call to action.

SKILLS

CODE

JavaScript, ExtendScript, HTML, CSS, Flash prototyping

DESIGN

Visual Design, Motion Design, Wireframes, Transitions, Form Design, Mobile & Responsive Layouts, InVision Prototypes

COMMUNICATION

Flow Diagrams, Interaction Diagrams, User Research, Competitive Analysis, Heuristics, Styleguides, Job Stories, Creative Briefs, Proposals, Lesson Plans

EXPERIENCE

LEAD MOTION DESIGNER, BRAND MANAGEMENT GUIDESPARK

MAY 2014 - April 2016

Lead Designer of Brand Management on Premium Plus accounts, providing art direction and leadership to designers. Consult with Fortune 500 customers on style and messaging, and synthesize into compelling video storytelling. Moved entire company from PowerPoint to After Effects in 9 months.

Created original content, from customer interviews to style frames to video, that have secured Premium Plus accounts that have grown to over \$800k in ARR. Viewership has increased over 3500%.

Authored After Effects video templates for fast turnaround demo videos for Premium Plus sales team. Provided demos that supported over 90 new and returning (up-sell) customers.

Spearheaded template automation using After Effects, resulting in higher customer and designer satisfaction, ~6x faster turnaround on revisions, and ability to leverage assets across products.

Wrote ExtendScript tools for designer productivity in AE, facilitating asset management and video customization for higher designer productivity- content creation, automation and meta-data tools.

Created After Effects training curriculum for new and existing designers. Taught 1 month of group training for 24 designers, plus extra individual sessions, while maintaining existing duties.

Provide Adobe After Effects leadership and expertise for directors, managers, and designers. Consult with upper management about design software and hardware best practices and standards.

CREATIVE DIRECTOR [FOUR PRIME](#)

2007 - present

Visual Design, Motion Graphics & Photography
Create Branding, Commercials, Style Frames, Flow and Interaction Diagrams

CLIENTS: Stanford University, Fort Hays State University, Cincinnati Reds, Bank of Oklahoma, Eagle Communications, The Hadley Foundation Art Collection, Build-A-Bear, Madd Matter, Eli's Room, Football-Fundraiser.com, North Oak Community Church, Ellis County Historical Society, Ellis High School, SDCMB, Montana Mikes, National Council on Education for the Ceramic Arts

MOTION GRAPHICS DESIGNER [JUSTINMCLURE.TV](#)

2008 - 2009

Design, Animation, Rotoscoping, Story-boarding, Composite Imaging.

CLIENTS: Dell, Cincinnati Reds, Two West, Build-A-Bear, Bank of Oklahoma, Kansas City Power and Light

DISTRICT EXECUTIVE [BOY SCOUTS OF AMERICA](#)

2012

Maintained district scouting goals, recruited able volunteers to oversee and manage troops autonomously. Partnered with vendors to provide services. Increased membership and revitalized struggling troops and packs by 40%. Raised funding through Friends of Scouting by interacting with community leaders and business owners.

GRADUATE GRAPHICS LAB ASSISTANT [FORT HAYS STATE UNIVERSITY](#)

2008-2009

Completed motion graphics projects for web and broadcast for the university and National Council on Education for the Ceramic Arts. Helped troubleshoot, repair and upgrade Apple desktop systems. Advise on all technology purchases—printers, monitors, software, and computing hardware.

Created lessons, worksheets and tutorials. Formatted media for national use. Troubleshoot network file-sharing.

EDUCATION

[GNOMON WORKSHOP](#) [COURSEWORK](#)

Design, 2D, Animation

[FORT HAYS STATE UNIVERSITY](#) [BACHELOR OF FINE ARTS, 2012](#)

Graphic Design, Photography
Award of Excellence in Art, Scholarship

ADDITIONAL HONORS & AWARDS

Top Performer, GuideSpark 2014
Employee of the Year Nominee, GuideSpark 2014
Employee of the Quarter Nominee, GuideSpark 2014
Leo Burnett, Best Senior Portfolio 2008
Leo Burnett, 2008 Scholarship Recipient
FHSU Student Honors Exhibition 2009 Senior Merit Awards
FHSU Student Honors Exhibition 2009 Scholarship
Photographer's FORUM: Best of College Photography 2010 Finalist
Published: Best of College Photography 2010
Honorable Mention ROAR Arts Exhibition 2011 Russell, KS
11th Juried Art Exhibition Baker Arts Center, Liberal, KS 2nd Place (Landscape)
42nd Smoky Hill Art Exhibition Hays, KS
41st Smoky Hill Art Exhibition Hays, KS
40th Smoky Hill Art Exhibition Hays, KS Jurors Merit Award
39th Smoky Hill Art Exhibition Hays, KS
28th Annual Five State Photography Exhibition 3rd Place (People)
27th Annual Five State Photography Exhibition Jurors Merit Award
26th Annual Five State Photography Exhibition Jurors Merit Award
25th Annual Five State Photography Exhibition
24th Annual Five State Photography Exhibition
Cisco Concepts and Skills Completion Certificate
Visual Syntax, Graphic Design BFA Exhibition 2008, FHSU
FHSU Excellence in Art Scholarship 2003

ADDITIONAL SKILLS

Advanced knowledge in Adobe Photoshop, Illustrator, After Effects, Flash, Dreamweaver, Photographic Lighting, Directing, Branding and Identity, Motion Graphics, Typography, Creative Writing, Digital Painting, Compositing, Storyboarding, Animation, HTML, UI, CSS, JavaScript, Joomla, WordPress, Drupal, WAMP/LAMP/MAMP Server, Google Analytics, SEO, Working knowledge in MySQL, DNS Records, FTP Server, Advanced knowledge in both Mac and PC environments, Working knowledge in Final Cut Pro, Maya, Mudbox, ZBrush, Cinema4D

RESOURCES

PORTFOLIO

fourprime.com
