



ARTURO PÉREZ TORRES

ART DIRECTOR & GRAPHIC DESIGNER

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Canada

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WORK

FREELANCE WORK

Senior Art Director & Graphic Designer
2015 to Present

My current appointment is to design a print and digital summer campaign for Danier, the clothing retailer. The job consists of POP print, direct mail and an accompanying mobile app. Prior to that I worked with LabCab Festival to help design the look and feel for their up coming Festival in July 2015.

CLIENTS: LabCab Festival, Danier

TORONTO FREE

Senior Art Director
Toronto, ON 2010 to 2014

Toronto Free, one of the leading art and culture galleries in Toronto, hired me to take their brand to the international level by curating and promoting different art shows and expositions through out the world.

CLIENTS: Toronto Free Gallery

INDUSTRIAL ALLIANCE

Senior Art Director
Toronto, ON 2007-2010

After 10 years of working in the advertising world on the agency side, I was hired by insurance giant Industrial Alliance to put together and lead an internal design team to re-brand and promote their investing arm: IA Clarington.

CLIENTS: IA Clarington, ECOFLEXTRA and Industrial Alliance

HELLIN MARKETING GROUP

Senior Art Director
Toronto, ON 2002-2006

The Hellin Marketing Group is a Communication and Advertising Agency in Toronto. Collaborated with the creative writer to produce advertising, collateral, interactive and broadcast material for our client's advertising and communication needs. Responsible for the direction of the visual interpretation of the entire Scotiabank's Latin American and Caribbean presence.

CLIENTS: Scotiabank, Russell, BEST, Xerox and ACE INA Insurance.

THINK STREET

Art Director / Designer
Austin, TX 2001-2002

Led the art team for Think Street, an advertising agency based in Austin, TX. Oversaw the design and art direction of several major accounts from various business sectors including entertainment, food and medical. Worked with the clients' marketing departments to produce integrated campaigns using TV commercials, direct mail, web commercials and multimedia promotional material. Responsible for the photography, design and film direction of TV commercials, interactive and print advertising pieces.

CLIENTS: Time Warner Cable, Multimedia Games, Braun, Schlotsky's and Texas Gov.



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WORK

DAMMAR

Art Director / Designer

Amsterdam, NL 1998-2001

DAMMAR was at the time a new advertising agency based in Amsterdam. I established and oversaw the production process and art sensitivity for the creative team. Developed standards and e-marketing strategies to promote brand awareness for several clients.

CLIENTS: Yacht, European Networking Group, Brilmuseum, Toneel Production Group



SKILLS & EXPERTISE

INTERACTION DESIGN (10 years of experience)

Information Architecture, Wireframing,
Storyboarding, Paper Prototyping,
Requirements analysis, Functional Specifications

DESIGN UX & RESEARCH PROCESS (15 years of experience)

User interviews, Ethnography, Stakeholder Analysis,
Task Flows, Experience mapping

GRAPHIC DESIGN (15 years of experience)

Adobe Photoshop, Illustrator, Indesign

IDENTITY & BRANDING (15 years of experience)

Brand identity, Brand strategy

MULTIMEDIA (10 years of experience)

Adobe Flash, AfterEffects, Final Cut Pro, Audition

WEB PROGRAMMING (10 years of experience)

HTML, CSS, JavaScript, DreamWeaver

APP PROGRAMMING (1 year of experience)

Appy Pie, Mobile Roadie



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EDUCATION

UNIVERSITEIT VAN AMSTERDAM

M.A. in Sociology

Amsterdam, NL 2000

SAN FRANCISCO STATE UNIVERSITY

B.F.A. in Film

San Francisco, CA 1996



AWARDS

GUGGENHEIM FOUNDATION

Guggenheim Fellowship Winner 2009



CULTURAL EXPERIENCE

INTERNATIONAL ART DIRECTION

For over 15 years I have had the opportunity to work in several agencies around the world as Art Director/ Designer. This experience has given me access to many international clients and a direct insight into their cultural sensitivities. I've had the great opportunity and challenge to work in several different languages and within very different cultural environments.

LANGUAGES

ENGLISH, SPANISH, FRENCH & DUTCH



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PORTFOLIO SAMPLE

ADVERTISING PRINT


SCOTIABANK COMMERCIAL BANK

Ads for Scotiabank's NEW Business Credit Card.

Toronto, ON

Featuring several of the benefits of the credit card such as more control through detailed reporting.


Take control of your business expenses.
See amazing things happen.



Enjoy the rewards of cash back and superior expense reporting.

Scotiabank VISA Business Card helps you track company spending to the penny. Access web-based expense reporting to simplify accounting. Take advantage of competitive payment terms. Enjoy extensive travel insurance protection for gold cardholders. Even earn cash back annually on every card.


Ask yourself. Why wouldn't you carry this company card?



Scotiabank VISA Business Card


™ Trademark of The Bank of Nova Scotia

THE REWARDS ARE
IN THE DETAILS.



Detailed reporting, annual cash back, and longer grace periods.

Meet the Scotiabank Business VISA Card. The one that lets you give each employee a different spending limit. Helps you track spending to the penny and download one-of-a-kind reports into your company's accounting system. Gives you longer to make interest free payments. Includes insurance coverage on your business travel. And even rewards you with annual cash back on every card.



NEW! Scotiabank VISA Business Card
www.scotiabank.com/businesscard

™ Trademark of The Bank of Nova Scotia

TV

SCHLOTZSKY'S "EVERYTHING TASTES THE SAME"

Austin, TX

A 30 second TV commercial for a healthy fast food franchise in the US.





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PORTFOLIO SAMPLE P.2

CREDIT CARD DESIGN

SCOTIABANK COMMERCIAL BANK

Design of new Business Credit Card.

Toronto, ON

Capturing the exciting and fast paced urban spirit of working in the corporate world.



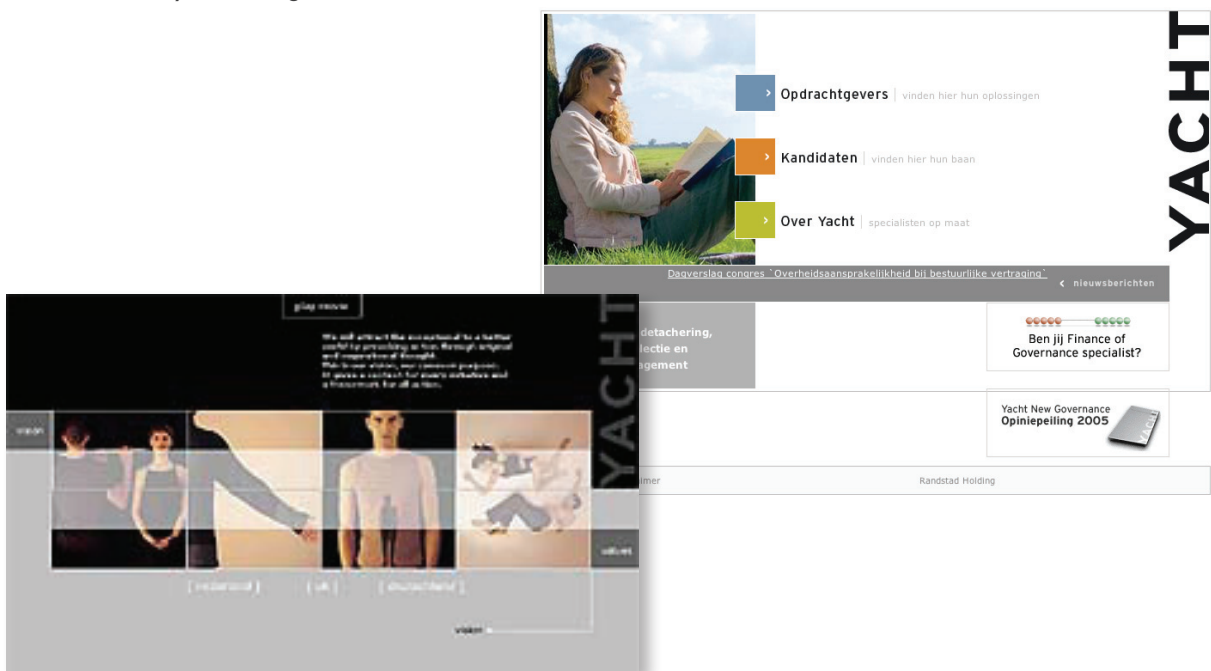
INTERACTIVE WWW

WWW.YACHTGROUP.COM

Design of website.

Amsterdam, NL

Design of YACHT'S corporate website which was the official site for four different countries (Holland, U.K., Germany and Belgium).





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PORTFOLIO SAMPLE P.3

INTERACTIVE OFF-LINE

YACHT

An award winner interactive CDRom.

Amsterdam, NL

Sophisticated package design meets cutting edge interactive design in this introduction package.





PORTFOLIO SAMPLE P.4

VIDEO WEBSITE

ECOFLEXTRA.COM

Design of website and production and direction of video.

Toronto, ON

Eight videos were shot to explain to the user the advantages of Ecoflextra.





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PORTFOLIO SAMPLE P.5

LOGO DESIGN

SEVERAL CLIENTS

Design or re-design of logo
Amsterdam, Austin and Toronto
Featuring new logos and one signature slogan.



be invested

YACHT



ECOFLEXTRA



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PORTFOLIO SAMPLE P.6

DM

XEROX

Customer retention calendar

Toronto, ON

A desk calendar with a wry look at life in the office. Users were driven to the unique URL www.xeroxandyou.com for special monthly offers and promotions.





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PORTFOLIO SAMPLE P.7

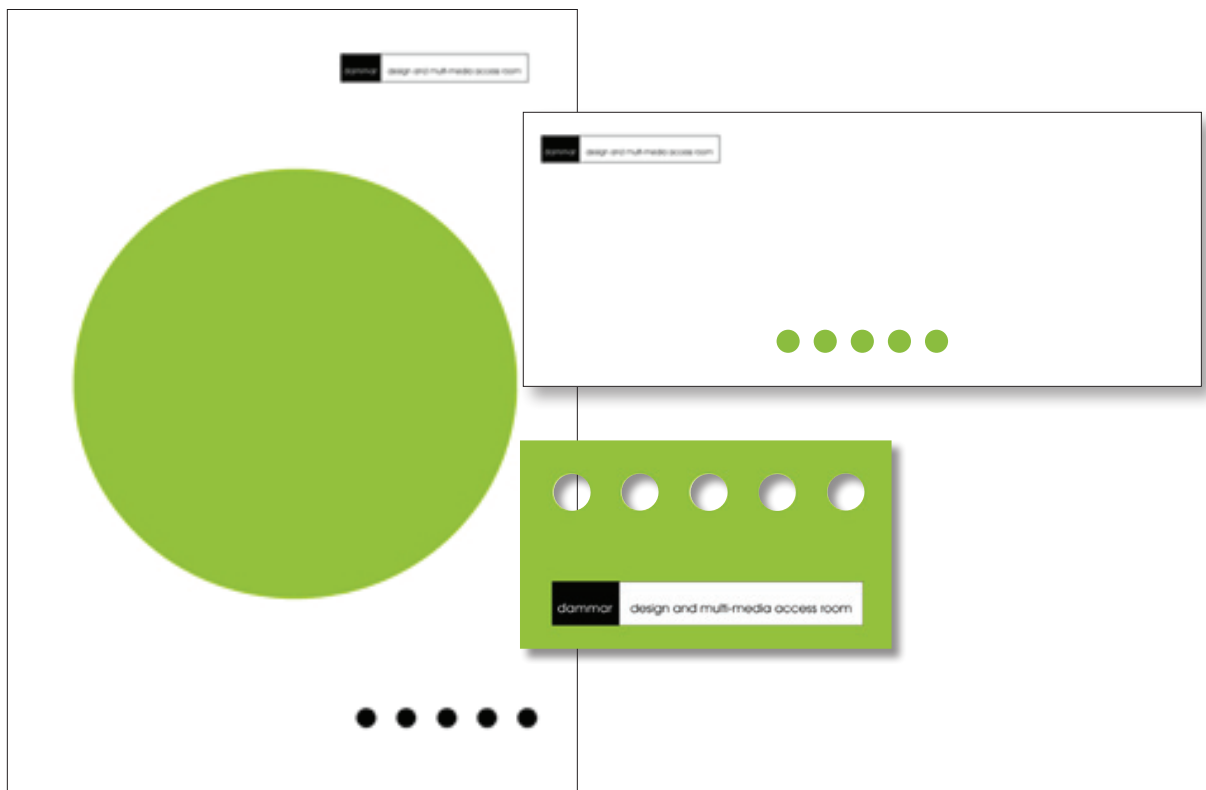
CORPORATE ID DESIGN

DAMMAR

New branding

Amsterdam, NL

The brand lives outside of the paper material and is incorporated into the interior design and architecture of the agency.





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PORTFOLIO SAMPLE P.8

PRODUCT COMMUNICATION MATERIAL

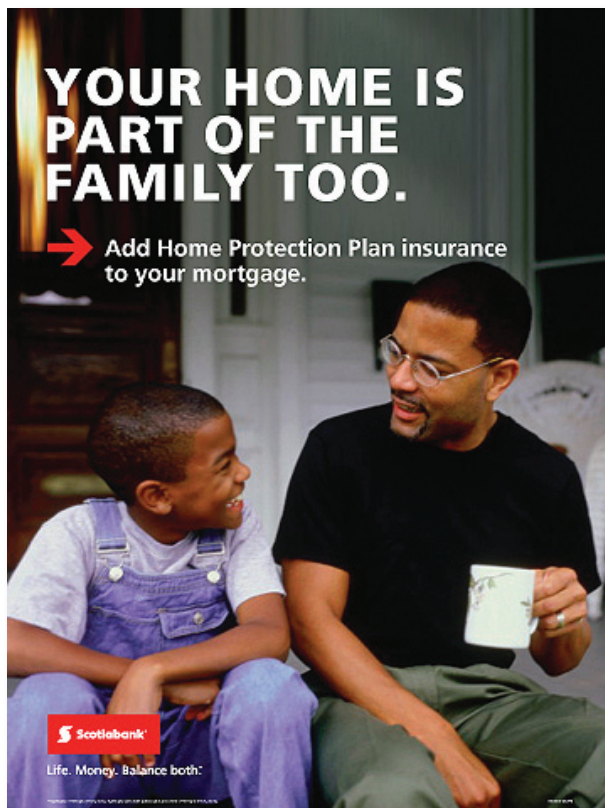
SCOTIABANK INTERNATIONAL

Product communication material

Toronto, ON

Featuring posters, brochures, monitor covers and take-one's.

Produced in Spanish and English for 14 countries.





PORTFOLIO SAMPLE P.9

INVESTMENT REPORTS

RUSSEL

Client Report

Toronto, ON

An investment company interested in promoting themselves as conservative and secure.





PORTFOLIO SAMPLE P.10

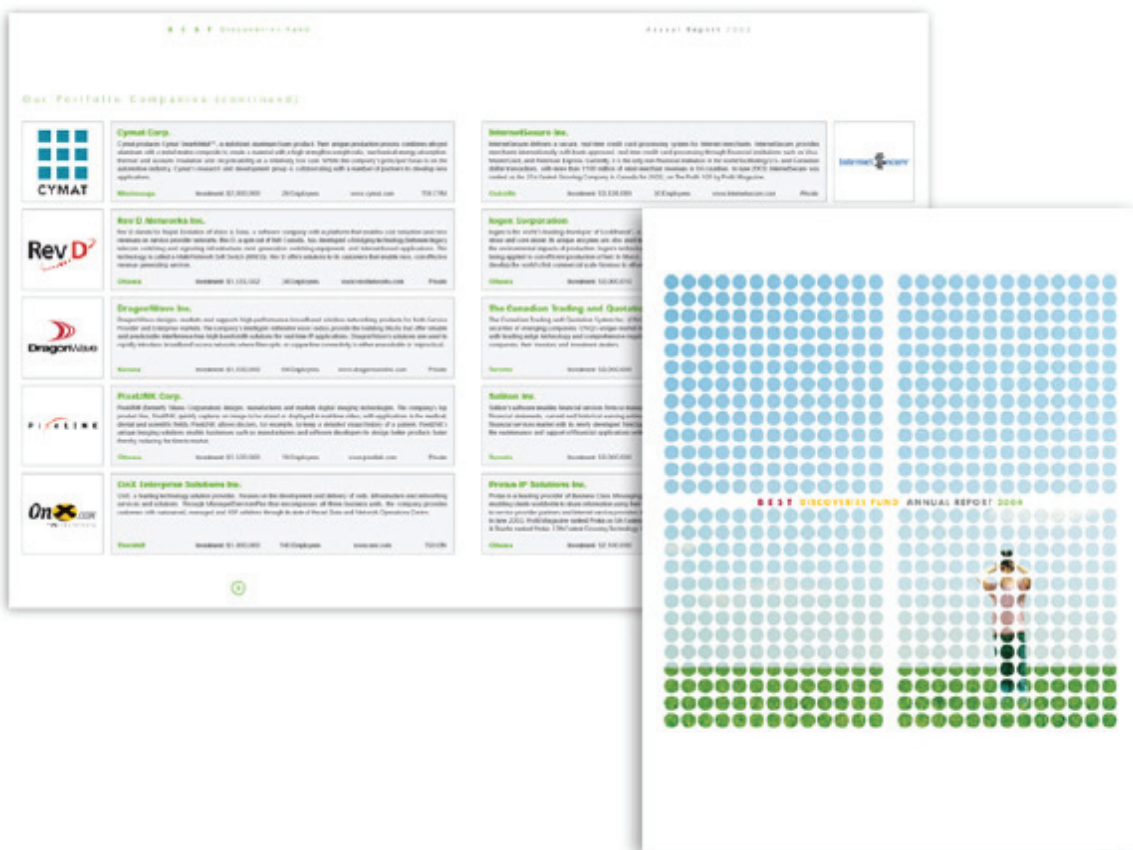
ANNUAL REPORTS

BEST

2013 Annual Report

Toronto, ON

A mutual fund company interested in promoting themselves as modern, industrial and unique.



FOR MORE SAMPLES PLEASE VISIT:

www.arturopereztorres.com