

- ✎ advertising ✎ brand identity
- ✎ graphic design ✎ illustration
- ✎ multimedia ✎ print ✎ web

## MY FOCUS:

Be passionate about my interactive, advertising, and creative work while fulfilling my desire to deliver the best interactive or print experience possible.

## MY FORMAL EDUCATION:

### INTERNATIONAL FINE ARTS COLLEGE

August 1991 / Miami, FL  
Degree in Graphic Design, Commercial Art  
Studies included: Drawing, Publishing, Advertising, Marketing, Illustration, Photography, Animation, Business Law, Business Management, Typography

## MY SKILLSETS:

Adobe Acrobat CS3  
Adobe After-Effects  
Adobe Director 7  
Adobe Dreamweaver CS3  
Adobe Flash CS3  
Adobe Illustrator CS3  
Adobe InDesign CS3  
Adobe Photoshop CS3  
Adobe Premiere 7  
CMS, Joomla, WordPress  
File Transfer Protocol  
Lightwave  
Office XP 2007  
Open Office 2.4  
QuarkXPress 6.0  
Quicktime 8  
RealProducer  
RoboDemo 5  
Specular Infini-D  
Swift 3-D  
Web Development: ASP, CSS, DHTML, JS, PHP

## FEATURED WORKS:

www.makeupbycelso.com  
www.ourplanetstories.com  
www.cbssports.com/fantasy  
www.fantasynews.cbssports.com/

## PARTIAL CLIENT LIST

Absolutely Florida Magazine, Aquent, Celso Olaguibel, Claxson, Cosmic Child Care, eBrainFuel, El Sitio, Envision Technical Solutions, ExpressHVAC, Everything Jamaican, Gio Grafx, Inc., God Verse Man, GMSHRM, Historical Museum of Southern Florida, JZ Graphics, Inc., Illuzens by Stacy Kavitch, Lil Engine, Net Visits, Inc., NFL.com, Out of Africa, Premedia One/Seven Worldwide, Smarterway, Inc., Our Planet Stories, Platinum Television Group, South Florida Chamber of Commerce, Software Techniques Inc., TMP Worldwide, Yum Yum Asia Cafe.

## AFFILIATIONS

August 2001 to Present  
National Association of Photoshop Professionals

## OTHER SKILLS

Bilingual in Spanish

# ZEUS PÉREZ

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## MY EXPERIENCE:

### FREELANCE

**MULTIMEDIA ARTIST** / March 1993 to Present

Contracted to produce graphic arts for a variety of mediums such as: logos, magazines, marketing campaigns, print collateral, trade shows and publications, web site consulting, web site designs, and web development in a variety of web languages. Also tasked to create multimedia and movies used for web, CD-ROMs and DVDs.

portfolio.zeusdidit.com 

### CBS CORPORATION

**SR. WEB DESIGNER** / March 2005 to Present / Ft. Lauderdale, FL

- Manage a team of designers assisting producers, developers, programmers, sales and marketers with visual representations of GUI (graphical user interfaces).
- Creation of simple, attractive and engaging user-friendly designs.
- Establish project goals and timelines.
- Offer implementation solutions.
- Wireframes and fully designed mockups with advertising space for internal marketing and external clients
- Maintain best practices while implementing style guides.
- Assist Marketing departments with promotional campaigns for on-site ads, print advertisements, and logos for CBS web properties.
- Assist CBS Interactive nationwide sales teams with design and checking of advertisements.
- Quality control content across CBSSports.com.
- Creative thinking and motivational brainstorming of projects in order to help meet tight deadlines.
- Communicate strict design and usability standards in order to deliver the best user experience.
- Client list includes Dell, Honda, Toyota, Bayer, NFL, NCAA, Visa, MasterCard, PGA Tour, Comcast, Hewlett Packard, Dodge, Pontiac, Sprint, Ford, BFGoodrich, RBS, AT&T, Facebook, MySpace, and more.

cbssports.com 

### SOFTWARE TECHNIQUES, INC.

**ART DIRECTOR** / September 2002 to December 2004 / Winter Park, FL

- Revamped STI's corporate identity, logos, advertising and slogans
- Created print marketing and advertisements
- Design, development and maintenance for intranets, extranets, and client sites.
- Wrote, produced and distributed web content and marketing collateral, business cards, product hand outs, brochures, catalogs, banners, and multimedia content.
- Handled web promotions and implemented web sales using forums, email captures and email newsletters.
- Improved web site search results using CSS, DHTML, SEO and keyword optimization methods

customcama.com 

### COMMERCE THRU DIGITAL TECHNOLOGY

**SR. GRAPHIC DESIGNER** / January 2001 to September 2002 / Orlando, FL

- Assisted with designing web interface for a variety of government applications such as One-Stop, Unemployment, and Education.
- Developed multimedia tutorials for 500+ areas named 'Virtual Trainers' to assist users with questions regarding page use.
- Creation of graphics and web designs for marketing tools; color corrected photographs and scanned images.
- Built interactive CD-ROM business cards to provide company and product information to government procurement offices.

### EL SITIO — CLAXSON

**WEB DEVELOPER** / March 2000 to January 2001 / Miami Beach, FL

- Design and development of art and musical events for the hispanic community on website.
- Assist in backstage photography and filming of events including Nine Inch Nails, Tori Amos, Winter Music Conference, also interviewed the band Blink 182.
- Designed and developed MGM's Hispanic websites for Casa Club TV in both Spanish and Portuguese
- Built website from the ground up with in-depth information about the hosts, their shows, how-to tips on home decor, a plethora of recipes, gardening tips, home repair advice, and multimedia for the hispanic audiences around the world.

elsitio.com 

### TMP WORLDWIDE

**LEAD PRODUCTION ARTIST** / July 1998 to March 2000 / Ft. Lauderdale, FL

- Managed team of designers in pre & post-production of print recruitment collateral including ads, brochures, posters, t-shirts, table tents, banners, window clings, and catalogs.
- Spearheaded new promotions and campaigns with artwork, layouts, and web graphics for a variety of clients such as Blockbuster, Eckerd's, Washington Mutual, Edward Jones, Visa, Gwinett Health, Jabil, Ruby Tuesday, Home Depot, and more.
- Assisted Dallas, Orlando and Atlanta TMP offices daily with additional creative and marketing requests.

tmp.com 

### ABSOLUTELY FLORIDA MAGAZINE

**PRODUCTION DIRECTOR** / March 1997 to February 1998 / Miami Beach, FL

- Maintained interactive online travel magazine catering to users in search of relative Florida information, activities and events.
- Tasked with creation and management of HTML, links to chat rooms, articles, games, maps, personal ads, scanning, and manipulation of photographs.
- Worked directly with the Publisher on cover stories and layouts.

portfolio.zeusdidit.com