



PAUL J. PEREIRA
Freelance Graphic Designer

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SUMMARY

Creative graphic designer and art director with over 25+ years of experience with brand ID systems, corporate identity, packaging, print collateral, advertising, annual reports, website architecture, social media graphics, and HTML emails. Special emphasis on conceptual design and creative thinking, high attention to detail. Comfortable with information architecture, project management and business development.

EDUCATION

1992
De Anza College, Cupertino, CA
Computer design coursework

1986-1990
University of Massachusetts,
North Dartmouth, MA
*College of Visual and Performing Arts,
BFA 1990*

AWARDS

Creative Merit Awards
Various design awards from AdClub of Western Massachusetts

ASUS Computer Inc.
Best Creative Design Award for two digital watchface designs in global competition

2024 RESUME v2.0

EXPERIENCE

2015-Present

Freelance Graphic Designer, Easthampton, MA.

Responsibilities include working with numerous clients to create brand identity of clear, concise, customer-centric visual communications for use in various collateral for print, web, and social media platforms.

2011-2014

Art Director at LogicTrail, Inc., Northampton, MA.

Art Director in charge of creating various print and web media, including catalogs, packaging, brochures, advertisements, booth displays, websites, html emails, and logos. Experience with corporate branding and a clear understanding of marketing strategies and concepts.

2001-2011

Art Director at LSHD Advertising, Chicopee, MA.

Art Director experienced with corporate branding and a clear understanding of marketing strategies and concepts. In charge of directing junior designers with creative direction and managing creative design reviews. Contract with outside copywriters and photographers. Recommend hardware and software purchases.

1998-2001

Senior Graphic/Web Designer at Wiggin & Co., Northampton, MA.

Senior Graphic Designer tasked with creating brand identities and customer-centric visual communications for use in various collateral for print media and the web.

1994-1998

Graphic Designer at Vision Graphics, Ludlow, MA.

Responsibilities include implementation of a growing design/creative department within a pre-press environment. Learned how to set up product photography, proof check final files for printers, as well as signing off on color on press checks.

PLATFORMS

Photoshop
Illustrator
InDesign
Acrobat
Microsoft Office
PowerPoint
Google Suite
Constant Contact
Squarespace
iOS/Android

SKILLS

Photography
Drawing
Illustration
Typography
HTML/CSS
Project Management
Problem Solving
Legos
Fluent Portuguese

References available upon request.

