

THAMARA PEREZ

GRAPHIC DESIGNER // ART DIRECTOR



CONTACT

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PROFILE

Creative and strategic Senior Art Director with 17+ years of experience leading global branding and marketing campaigns across print, digital, and experiential. Proven expertise in managing design teams, shaping creative direction, and delivering high-impact visual storytelling for iconic brands like Hard Rock Cafe. Seeking a remote or part-time opportunity to bring high-level creative thinking and execution to a passionate, purpose-driven team.

CORE SKILLS

Creative Direction · Branding & Identity · Campaign Development · Team Leadership · Art Supervision · Print & Digital Media · Social Media Design · Project Management · Editorial · Adobe Creative Suite Expert (Photoshop, Illustrator, InDesign, After Effects)

EDUCATION

MASTER'S IN BRAND COMMUNITY MGNT 2011

BES La Salle, Universitat Ramon Llul · Spain

MASTER'S IN STRATEGIC & ADVERTISING 2010

IED Barcelona · Spain

BACHELOR OF DESIGN 2005

Instituto de Diseño de Caracas · Venezuela

LANGUAGES

Spanish: Native

English: Professional Working Proficiency

REFERENCE

LISBETH MALDONADO +1 786.307.4423

Receptionist | Nova Southeastern University School

LAURA RAKESTRAW +1 407.376.5659

Senior Graphic Designer // Realtor

MARTHA CASILIMAS +1 786.317.1819

Administrative & Finance Manager

WORK EXPERIENCE

SR. ART DIRECTOR

July 2016-Present

Redline Media Group · Dania Beach - USA

Hard Rock Cafe Worldwide + Rock Shops: Directed global creative for 150+ Hard Rock Cafe locations. Led seasonal campaigns (Valentine's, Pride, Easter, Holidays, etc.) ensuring strong brand consistency and visual impact. Provided art direction for retail and merch products—developing mood boards, planning photoshoots, and concepting creative ideas. Managed high-profile collaborations with Shakira, Messi, and Domenic Creen. Also led the full redesign of the 2025 global menu.

Hard Rock Hotel & Casino Tampa + Innokalee Seminole Casino: Directed creative for promotions, events, and advertising campaigns across South Florida Seminole properties. Designed print and digital assets for activations, loyalty programs, and themed events—tailoring visuals to each venue while keeping alignment with the Hard Rock brand.

GRAPHIC DESIGNER

2013-2016

Diario Las Américas · Miami - USA

Redesigned the newspaper's visual identity, boosting ad sales by 15%. Created layouts, campaigns, and client materials that connected with South Florida's Hispanic audience.

WEB DESIGNER

2012-2013

Creatudisco Online · Barcelona, Spain

Managed branding and digital campaigns. Led the **Coca-Cola Concerts Club** Contest, reaching over 216K users organically.

PRODUCTION ARTIST

2010-2012

Wunderman · Barcelona, Spain

Designed assets for direct marketing campaigns and newsletters. Supported post-production, video editing, and print-ready art.

AWARDS

ADDY Awards 2019 · Best Invitation & Best Packaging

ANFABRA 2011 · Young Creative Talent

IED Barcelona · Scholarship – 2009

If you want to learn more about me, please visit my linkedin or my portfolio www.thamaraperez.com