

RAYNALDO PÉREZ

Digital Designer | Graphic Artist | SEO Specialist

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Summary

Multidisciplinary artist with over 10 years of expertise in illustration and digital graphic design. Practiced in digital art assets such as illustrations, marketing creatives, game assets, concept art, web design, storyboards and user interfaces. Proficient in communication and collaboration efforts.

Work Experience

Associate Visual Designer - Nexon America – November 2016 - Present

Designed and aided in several successful MapleStory/Hyper Universe update campaigns by providing quality digital art assets.

- Worked on creative assets for Nexon official sites and social outlets. (MapleStory, Hyper Universe and Mabinogi)
- Designed assets such as marketing material and in game digital design.
- Managing design projects and their effectiveness with the player base.

Web/Graphic Designer - Yellow Pages (Yp.com) 2016

- Managed client projects for both mobile and online platforms.
- Worked in creative assets for Mobile and online display ads for YP.com.
- Design, develop, and tested web sites according to product and design specifications of YP.
- Worked with cross-functional teams to define and validate web sites for use by quality assurance specifications.

Lead SEO Analyst - Submit Express - February 2015

Optimized over three hundred client and company owned sites. Revitalized company branding and network sites. Created guides to help other teammates improve their workflow and helped them achieve higher project turnarounds. Trained several new employees on how to use the companies tools and deal with assignment tasks.

- Optimize client websites to SEO standards to achieve highest ranking in search engines.
- Create marketing material for social media outlets.
- Monitor analytics of web visitation.
- Utilize website reporting tools to improve website search performance.
- Provide analysis to client websites and recommendations regarding execution strategies to maximize content development.

Skills

Creative - Illustration, Concept Art, Graphic Design, Game Design, Sculpting & Painting and User Interface (UI) Design

Software - Adobe Photoshop & Illustrator, Dreamweaver, Flash, Salesforce & FTP and MS Office

Internet - Wordpress, Web design (HTML/CSS), Search Engine Optimization (SEO), Google Analytics and Marketing

Education

Bachelors of arts - Digital and Graphic Design - San Juan School of Fine Arts in San Juan, Puerto Rico (www.eap.edu)