

RAYNALDO PÉREZ

Digital Designer | Graphic Artist | SEO Analyst

www.raydianlabs.com | ray@raydianlabs.com | 818.270.1226 | 549 E. Palm Ave APT 305 Burbank, CA 91501

Summary | Digital artist with over 10 years of experience in illustration and graphic design. Practiced in digital art assets such as illustrations, game assets, concept art, web design, marketing graphics and user interfaces. Proficient in communication, project management, client management and collaboration efforts.

Work Experience

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

- 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.

SEO Analyst - Submit Express - February 2015 - May 2016

Optimized over three hundred client and company owned sites in a month saving time to focus on client outreach. Revitalized company branding and network sites leading to more client signups. Created guides to help other teammates improve their workflow and which lead 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.

Senior Graphic Designer - Yabado GmbH - January 2012 - December 2014

Successfully worked on over a hundred published IOS and android apps which lead to having a steady income flow for the entire year. Improved downloads with optimized content and social media engagement strategies.

- Led artwork production for more than 100 IOS and Android games.
- Creatively produced new concepts and ideas for game design.
- Worked on game design process and implemented the Images using Buildbox software.
- Created and optimized marketing material for all of the projects assigned.

Skills

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

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

Internet - Wordpress, Web design (HMTL/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)