



CONTACT DETAILS

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INTRODUCTION

Coming from a strong working knowledge in print and digital design since 1994, I have worked as a Senior Creative for various agencies in both Sydney and London where my designs have won a sprinkling of international awards.

My experience in the last few years has led me to become a true believer in media-neutral, ideas-driven solutions. Such experience has included creative direction of concepts and proposals to capture account growth and generate new business opportunities. I have developed my own strategies for team brainstorming in pitches in new business development, creative brief development and art directing execution.

In addition to this, I have mentored junior and mid-weight creatives and documented career development processes on an individual level. This has proved paramount for promoting continual improvement and a culture of innovation, excellence and accountability within the creative team.

Should you wish for a portfolio presentation, please feel free to contact me at any time on **0405 419 059** or view samples of my work online at <http://www.mauricioperez.com>.

CREATIVE ACHIEVEMENTS

2007 Integrated approach in interactive concepts wins LG pitch whilst freelancing at BWM

2004 Best Presentation Award at Los Angeles E3 2004 for Sony Computer Entertainment Europe

2002 International Electronic Multimedia Award for IBM Wimbledon campaign

2001 Finalist in the London Advertising Awards for Orange Environment website

1995 Highly Commended in IDN Asia Pacific Design Awards for Aboriginal Islander Dance Theatre Billboard

1994 Winner of the NSW Government "Youth Arts and Skills Festival" Poster Illustration Competition

QUALIFICATIONS

2005 FAIRFAX AWARD COPY SCHOOL. (5 DAY WORKSHOP)

Intensive one week course for Copywriters and Art Directors with emphasis to write great ATL copy for print, radio and tv. Tutors included: Christine Blackburn, Jonathan Kneebone, Paul Fishlock, Jane Caro and Bryce Courtenay among others.

2003 SMALL BUSINESS MANAGEMENT COURSE.

Randwick TAFE course. Implementing Customer Service Strategies, Identify & Research Business Opportunities.

1993 ASSOCIATE DIPLOMA OF GRAPHIC DESIGN

Randwick TAFE College of Design. Selective Graphic Design course in New South Wales, Australia

LANGUAGES

English and Spanish.

INDUSTRY EXPERIENCE

Jul 07 : today **CONTRACT CREATIVE LEAD. SYDNEY**

Contract Creative Director at Community Engine, Creative Lead at HotHouse, Acting Creative Director at Mark (M&C Saatchi) and Profero. **RESPONSIBILITIES** Concepting, art direction & design. Writing proposals to capture account growth and generate new business opportunities. Setting creative briefs and estimates. Developing creative strategies through brainstorming and directing rationales. Promoting continual creative improvement and a culture of innovation, excellence and accountability. Contributing Key Performance Indicator processes and mentoring of talent on an individual level. Upholding quality standards of all creative deliverables through art direction and management of designers, developers and animators. **CLIENTS** Toyota, Macquarie Group, TV1, Optus, Tourism Australia, Qantas, LG, McAfee, Australia Council, Events NSW, S+W Architecture

May 05 : Jun 07 **SINGLETON OGILVY INTERACTIVE. SYDNEY**

Senior Art Director **RESPONSIBILITIES** Art directing and mentoring designers. Concepting, design and presentation of interactive concepts across integrated campaigns. **CLIENTS** American Express, Telstra, IBM, Qantas, RTA, Myer, Hyundai.

Sep 03 : Nov 04 **CRAIK JONES DIGITAL. LONDON**

Senior Creative **RESPONSIBILITIES** Creative development of websites, games and following through to production of interactive and print media. **CLIENTS** Sony Computer Entertainment Europe, V&A Galleries, Orange UK, Paramount Comedy, Gordons Gin, British Heart Foundation **REFEREE** Nathan Guerra: nathan@guerra.net

Dec 01 : Jun 03 **DIGITAL ESKIMO. SYDNEY**

Senior Designer **RESPONSIBILITIES** Designing and presenting creative solutions to clients for online and print media. **CLIENTS** GreenPeace, Headland Music, BigPond **REFEREE** David Gravina: io@digitaleskimo.net

Oct 99 : Jun 01 **OGILVY INTERACTIVE LONDON**

Senior Creative **RESPONSIBILITIES** Art direction and creative proposals for clients, following through to award-winning design, production and animation. **CLIENTS** Orange UK, IBM, BBC, American Express, Egg.com, Smith Kline Beecham, Kodak, Lancaster. **REFEREE** Rebecca Mackenzie: rebecca@daredigital.com

Jun 97 : Sep 98 **MINDSEYE INTERACTIVE. SYDNEY**

Freelance Designer **RESPONSIBILITIES** Interface design of corporate and pharmaceutical presentations, websites, CD-ROM and kiosk games. **CLIENTS** Janssen Cilag, Zurich. **REFEREE** Ron Fortune: office@mindseye.com.au

Feb 96 : Mar 97 **RHYTHM MEDIA. SYDNEY**

Interactive Designer **RESPONSIBILITIES** Interface design of CD-ROMs, websites. **CLIENTS** Arthur Andersen, P&O. **REFEREE** Simon Venning: simon.venning@jackmorton.com.au

Mar 94 : Mar 95 **POL PUBLICATIONS. SYDNEY**

Art Director **RESPONSIBILITIES** Art Direction, design and production of magazines Company Director, Motoring Guide and Ansett's Panorama. **REFEREE** Kevin Tham: kev@senses.com.au