DAMIAN PEREZ

GRAPHIC DESIGNER | MOTION DESIGNER | VISUAL STORYTELLER

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PROFESSIONAL SUMMARY

Visual and Motion Designer with 5+ years of experience creating branding deliverables, motion graphics, and marketing campaigns for enterprise and B2B organizations. Proven experience in managing creative projects from concept, development, and execution while working with product, marketing, and cross functional teams to deliver meaningful visual solutions. Multidisciplinary in branding, motion, and learner centered design with a passion for mentoring and building cohesive visual experiences.

CORE SKILLS

Design

Graphic Design ▪ Brand Identity ▪ Marketing & Social Media ▪ Project Management

Motion

Motion Graphics ▪ Animation ▪ Video Editing ▪ Audio Editing ▪ Storyboarding

Programs

Adobe Photoshop ▪ Illustrator ▪ InDesign ▪ After Effects ▪ Premiere Pro ▪ Lightroom
Figma ▪ Mailchimp ▪ SharePoint ▪ CoPilot ▪ Writer ▪ Flora ▪ Firefly ▪ Claude

EXPERIENCE

Comcast (2025—)

Visual & Motion Designer (Full-Time)

- Own visual & motion design initiatives across managed product portfolios; project planning, stakeholder communication, creative reviews, and final asset delivery
- Partner with product team and Legal leaders to translate Integrity and Compliance knowledge into enterprise learning adopted across 5 business units (180,000 employees); programs average a 4.61/5 rating
- Integrate AI into creative workflows; ~21% of deliverables leveraging AI tools
- Collaborate with senior designers on high level portfolios, achieving an increase of ~5.9% in Engagement YoY
- Mentor associate designers by assigning project responsibilities, providing creative direction, and supporting professional development

Graphic Designer (Contractor)

- Developed visual concepts and branded creative assets supporting Comcast's ULearn internal brand initiatives
- Conceptualized and animated motion graphic projects, transforming ideas from storyboards to final delivery
- Collaborated with cross functional teams and stakeholders to advance brand initiatives and maintain visual consistency
- Partnered with ULearn team to refine, update, and enhance branded products and learning experiences

Savoy Associates (2021—2024)

Graphic Designer (Full-Time)

- Designed digital and print marketing assets including promotional materials, branded documents, email campaigns, and internal communications
- Created and managed branded content across social media channels, supporting marketing initiatives and audience engagement, increasing CTR by ~8%
- Produced multimedia content including video interviews, live streams, testimonials, and post production editing, achieving a ~100% increase in views on YouTube
- Managed podcast and video initiatives from concept to production and delivery
- Supported photography production through pre production planning, photo shoots, and post production editing

Freelance Designer (2021—)

- Developed print layouts, brochures, editorial layouts, and digital assets
- Managed team photo shoots for promotional pictures and enterprise headshots
- Worked with clients such as Planned Companies, Digmans Dairy, and Conexion Printing

AWARDS

Marcom Awards Platinum Winner (2024)

- Where is Santa? Happy Holidays - 2024 Holiday Card Animation

Marcom Awards Gold Winner (2024)

- The Life of the Referral is a Breeze - Animation
- Achieve New Levels of Success - Interactive PDF
- Finding the Opportunities - Animation

EDUCATION

Montclair State University (2017–2021)

- Bachelors of Fine Arts in Visual Communication Design
- Minor in Entrepreneurship