

Jason Cruz Perez

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I am a Creative Art Director with over 10 years of conceptual design experience. I am seeking a challenging opportunity to collaborate on projects where my skills, education, experience, and passion for design will be fully utilized. I am driven by creativity and extremely goal-oriented. I am looking to work in a fast-paced environment, as I am a quick-learner who enjoys excelling with others.

Skills

Adobe Creative Suite
Excellent layout
Conceptual design
3D Modo/SketchUp
Problem solving
Web Expressions

Excellent organization
Analytical/logical
Strong project management
Mac/PC aptitude
Sales Force
Innovative thinking

Interpersonal
Planning
Hands-on
Visual communication
Constant Contact
Virtual Reality

Professional Experience

Jean Kechichian

Aug 2018 to Present

Graphic Design Specialist

- Create technical illustrations for book series entitled, "Applied Nonsingular Astrodynamics Optimal Low-Thrust Orbit Transfer," by Dr. Jean Kechichian
- Take conceptual sketches and recreate using Adobe Illustrator and Photoshop
- Collaborate with author to bring concepts from ideation through final execution, while maintaining Cambridge University Press' brand identity

Plane Fax

Mar 2019 to May 2021

Ad Designer/Campaign developer

- Created online advertisements for mid-sized jets, using Photoshop, Illustrator, and Web Expression
- Created custom campaigns for various aircraft, using Sales Force and Constant Contact

The Aerospace Corporation, El Segundo, CA

May 2002 to Feb 2018

Graphic Design Specialist for a 100 million-dollar aerospace company

- Conceptualized designs for over 3,000 aerospace engineers through mixed media
- Project-managed, including specifications, cost estimates, budgets, reports and quality control
- Collaborated project tasks in-house with facilities, procurement, and externally with 3rd party vendors
- Collaborated with internal and external customers to bring concepts from ideation through final execution, while maintaining brand identity
- Created compelling campaigns and layouts for over 3,000 aerospace engineers through excellent use of imagery, color and typography spanning print, digital, and physical spaces for internal and external audiences

- Designed brochures, technical publications, signage, displays, exhibits, banners, and newsletters
- Contributed original and unique approaches/techniques to print production processes', including converting signage order process to paperless for entire corporation

Seven Seven Records, Long Beach, CA

Independent Record Label Manager responsible for breaking three alternative rock bands

- Collaborated extensively with internal stakeholders to support nationwide NAPSTER TOUR
- Managed six staff members to successfully meet deadlines and budgets
- Collaborated with RED Distribution and implemented in-store marketing strategy for 2000 distribution
- Designed company logos and managed print production
- Branded all three bands on label

Hapa Clothing, Huntington Beach, CA

Graphic/Clothing Designer for a Hawaiian clothing manufacturer

- Managed art production for entire 1999 holiday line
- Designed/produced booth for WWDMAGIC retail trade show
- Created/implemented 1999 marketing strategy, yielding best sales in company's history
- Assisted in creation of company logos and print production
- Collaborated with six staff members to successfully meet all deadlines
- Budgeted cost specifications for all projects listed

US Energy Technologies, Inc., Fullerton, CA

Marketing Representative for multimillion-dollar lighting fixture manufacturer

- Conceptualized brochures, cut sheets, and package designs for various lighting products
- Responsible for the research and development of target markets
- Created/launched/managed database for direct-mail marketing campaigns
- Created relationships with distributors and retailers within the industry to generate high sales
- Introduced/sold lighting products to targeted markets

Poole Publications, Carson, CA

Assistant Art Director for publication house responsible for co-creating three monthly magazines: Trailer Boats, Camping Life, and Bass & Walleye

- Designed department layouts and feature articles for three monthly publications
- Created print for advertising and circulation departments
- Communicated with graphics and photo vendors
- Worked within time frame and budget allowances for all projects

Phillips-Ramsey Advertising Agency, San Diego, CA

Creative Intern for one of the four largest holding companies (McCann Worldgroup) in the industry

- Worked with creative staff of twelve members, developing marketing concepts for The San Diego Zoo, The Wild Animal Park, WD-40, and Aldila Golf Shafts

Volunteer Experience

Tin Can Beachcomber

- Founder of nonprofit organization Tin Can Beachcomber. An organization that supports local music, clean eating, and clean beaches.

SEEDtech

- Volunteered as art director/concept developer for after-hours community of interest at The Aerospace Corporation

TECtalk

- Volunteered as art director/program creator for over 100 summer interns at The Aerospace Corporation

Aerospace Virtual Reality Club

- Member of Aerospace Virtual Reality Club, after-hours community of interest at The Aerospace Corporation

Education

California State University, San Diego

Bachelor's degree in Journalism from the School of Communications (Advertising emphasis)

Minor: Speech Communications, Art

Certificates

Leadership *powered by* Mindfulness (LpM)

Feb 2021 to March 2021

Introduction to Cannabis Industry

Sept 2020 to Nov 2020

Cannabis history throughout the ages, prohibition in the United States, political movement in California and Long Beach, cannabis science terminology, regulations and careers of cultivation, manufacturing, distribution, retail, testing laboratories, cannabis waste processes and repurposing opportunities, basics of track and trace system and METRC, as well as an understanding of professionalism, work ethic, basic resume, interviewing, and the Long Beach Cannabis social equity program and workforce resources

New Horizons ACE Program

Aug 2018 to Jan 2019

Adobe Web Design with Microsoft Backend Development
Indesign/Illustrator/Photoshop/HTML5/Dreamweaver/
JavaScript/CSS3/Querying Microsoft SQL Server/
ASP.Net MVC applications/Azure