



LYDIA PEREZ

I'm a Designer and Art Director with +4 years of experience. I specialise in graphic design, branding and motion design and I also have experience working as a conceptual creative, photography, as well as video editing. During the past four years I have gained experience as a creative and graphic designer in creative agencies and fashion.

work experience

June 2023–Now

Midweight Designer at TIKTOK

- * Executing graphic and motion design assets such as banners, newsletters and posters, logos and more.
- * Creating motion design videos for Tiktok and Capcut.
- * Brainstorming and developing creative concepts.
- * Collaborating with musicians creating promotional content.

Sept 2020–Dec 2021

Junior Designer at ROSIE FORTESCUE JEWELRY

- * Designing and creating the aesthetic of the website from banners to motion graphic videos.
- * Art directing and photographing content for the website and social media platforms.
- * Filming and editing content for their social media.

Jan 2022–Dec 2023

Midweight Designer at PUBLICIS

- * Creating visual identities and designing assets for creative pitches for Nando's, LVMH, Carlsberg and more.
- * Designing campaigns, newsletters, posters and logos, as well as video editing and presentation design
- * Managing junior designers in the team.
- * Art directing and brainstorming photoshoots.

June - July 2020

Creative Assistant at WONDERLAND MAGAZINE

- * Research of fashion trends & campaigns supporting the social media team.
- * Creating moodboards and helping with content ideas.

Jan - March 2020

Art Director Intern at THE & PARTNERSHIP

- * Creative ideation and art direction for advertising campaigns for brands such as Adidas and Budweiser.

education

2020 - 2021

University of the Arts London
Design for Art Direction MA

2016 - 2019

Buckinghamshire New University
Creative Advertising BA

2015 - 2016

Universidad Francisco de Vitoria
Communications Foundation

accomplishments

AWARD

The Drum 'Chip Shop' Award
for my project 'The Barbie that Bleeds'

EXHIBITS

Visual Noise RANKIN X MARLAND STUDIO
PHOTO NORTH FESTIVAL in Manchester
My 'GT0s' project got selected to be displayed at the 2022 Art Fairs

skills

PHOTOSHOP

PROFCIENT LEVEL

ILLUSTRATOR

PROFCIENT LEVEL

INDESIGN

ADVANCED LEVEL

PREMIERE PRO

ADVANCED LEVEL

AFTER EFFECTS

ADVANCED LEVEL

VIDEO EDITING

ADVANCED LEVEL

PHOTOGRAPHY

ADVANCED LEVEL

brands I worked on

Adidas * Tiktok * Nando's * LVMH * EasyJet
Zoopla * Carlsberg * Disney * Tesco * Three
Green Cuisine * Jack Daniels * Capcut * Aldi

contact & portfolio

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