



GABRIEL PEREIRA

I am an award-winning and experienced Art Director. For over sixteen years, I have visually communicated ideas to inspire, inform and impact audiences in creative and innovative ways. I believe that every successful project begins with a strong idea, and I know how to bring them to life through powerful designs and execution that translate into memorable solutions.



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EXPERIENCE

Clearspace Studios | October 2018 - October 2019

Art Director

Creative development from concept through completion. I worked directly with clients to meet and most times exceed project objectives. I also, coordinated consultants and vendors to deliver on all proposed project requirements. An integral member involved in all facets of business ranging from strategy, new business creation and promotion.

- Contributed to the development of dynamic infographic websites for HISTORY Channel and A&E programming. A+E Networks Account Executives praise the addition to their arsenal of marketing materials.
- A key contributor in a campaign for Standard Motor Products, Inc., to help celebrate their 100th Anniversary - A Century of Excellence. A memorable campaign that generated excitement among employees while garnering press within the automotive industry.
- Created a multimedia solution for Little Gyro Kitchen, that produced brand awareness and made it a highly-rated, restaurant for authentic Mediterranean Cuisine.

i&D | March 2006 - October 2018

Art Director (2015-2018)

Lead in the design, development and implementation of creative. I worked closely with partners, creative directors and clients to create vision, conceive designs and consistently meet deadlines and project demands. I effectively managed, mentored and motivated designers and developers. As partner, I was actively involved in client pitches, new business development, creative strategy, promotions, personnel services and various administrative functions from 2008-2015. Created compelling work for a broad spectrum of local and global brands including: A+E Networks, Bravo, Nivea, Nordstrom, Panasonic, Rawlings, Standard Motor Products, Inc. and TomTom.

- Developed interactive online engagement campaigns for HISTORY Channel's Vikings and Hatfields & McCoys series, generating record sales for both shows, one of which earned the highest non-sports ratings in cable TV history.
- A creative contributor in the innovation of a new digital presentation system for Bravo TV.
- A member of the senior leadership team that managed and evolved the Panasonic brand across consumer, business, global, internal divisions and steadily increased new business.
- Developed packaging for Standard Motor Products, Inc. TPMS (Tire Pressure) Sensors, and marketing materials. An engaging campaign that increased product sales across major retailers like AutoZone and Pep Boys, and increased sales at auto body shops across the US.
- A predominant role in the nationwide launch of the "Living in HD" campaign for Panasonic. A campaign that featured a social media hub, print and digital advertising and a mobile truck tour. Increased retailer sales along the mobile tour by over 375%.

Senior Designer, Partner (2008-2015)

Graphic Designer (2006-2008)

KOCH Entertainment | August 2005 - September 2005

Graphic Design Intern

Collaborated with senior staff to develop design concepts. I provided support for the art department through a variety of channels, which included print, digital and web. While assisting in the optimization of artwork for press and pre-production processes. I worked on various materials for Barnes & Noble, Borders, KOCH Lorber Films featured titles, SELF Magazine and Yoga Zone.

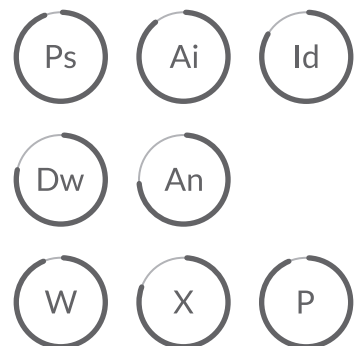


SKILLS

- Brand Development
- Client Communication
- Concept Development
- Creative Direction
- Creative Problem Solving
- Graphic Storytelling
- Presentation Design
- Package Design
- Print and Digital Advertising
- Project Management
- Responsive Web Design (WordPress)
- Social Media Marketing
- UX/UI Design



SOFTWARE



EDUCATION

Long Island University
C.W. Post Campus

Brookville, New York

2003-2005

B.F.A, Digital Arts and Design

Summa Cum Laude

Nassau Community College

Garden City, New York

2000-2002

A.A.S, Commercial Art:

Digital Technologies

Cum Laude