



# Migz Perez

ART DIRECTION—PHOTOGRAPHER

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Migz Perez is a travel photographer and art director from the Philippines, with 6 years of valuable agency experience in both the healthcare and consumer industries. With a unique and distinctive style, he captivates audiences with his ability to infuse serene and dream-like colors into his travel photography, effectively capturing the essence of life and cultural experiences. With a passion for photography and a global perspective acquired through his travels, he leverages his creative insights to craft innovative designs in the realm of advertising. His unique approach draws inspiration from diverse cultures, resulting in visually compelling designs that leave a lasting impact.



## WORK EXPERIENCE

2019 - Present

THE BLOC  
**ART DIRECTOR - SENIOR ART DIRECTOR - ART SUPERVISOR**

Clients

Sanofi, CareASSIST, Amarin, Otsuka, Takeda, Acorda, AstraZeneca, Merck.

Experience

At the Bloc, I demonstrated my ability to effectively manage offshore teams by providing clear direction to ensure ongoing 24-hour workflow. I collaborated with the HCP teams and coordinated efforts with other agencies working on similar brands to maintain brand consistency. I played a pivotal role in developing comprehensive style guides for our brands, enhancing their visual identity and messaging. I contributed to the successful launch of three impactful projects. In addition, I utilized my design expertise to create an engaging website. While I effectively managed multiple brands simultaneously.

2018 - 2019

CRAMER-KRASSELT  
**JUNIOR ART DIRECTOR**

Clients

Nikon, Benihana, Live! Casino + Hotel

Experience

At Cramer-Krasselt, I played a pivotal role in the development of mobile advertisements for Nikon, successfully creating engaging Static, Carousel, and Canvas banner ads. Furthermore, I took the initiative to produce a compelling case study video highlighting the exceptional KPI numbers attained by Benihana's social media team. Collaborating closely with the creative team, I actively contributed to the inception of a dynamic promotional campaign for Live! Casino and Hotel, where I had the opportunity to cover their upcoming events for the next six months. Through my contributions, I consistently demonstrated my ability to deliver impactful marketing solutions and drive measurable results for diverse clients.

2017 - 2018

MCCANN ECHO  
**FREELANCE GRAPHIC DESIGNER**

Clients

Novo Nordisk, AstraZeneca, Stelara, Janssen, Victoza, ViiV, Triumeq, Remicade

Experience

At McCann Health, I excelled in collaborating with multiple healthcare brands, leveraging my creative skills to produce visually appealing graphics as requested by art directors. Through effective communication and a keen eye for detail, I successfully translated conceptual ideas into captivating visual assets, contributing to the overall success of diverse healthcare campaigns.



## EDUCATION

2013 - 2017

Columbia College Chicago  
**Bachelor of Arts**

Major in Advertising Art Direction  
Minor in Business Management



## SKILLS

ART DIRECTION  
PHOTOGRAPHY  
CREATIVE CONCEPTING  
WEB BANNERS  
WEBSITE DESIGN  
DECK DESIGN  
PRINT DESIGN  
DIGITAL DESIGN

LOGO DESIGN  
PRESENTING/PITCHING  
BASIC VIDEO EDITING  
UX/UI DESIGN  
CREATIVE SOLUTIONS  
MANAGEMENT

## SOFTWARE SKILLS

ADOBE ILLUSTRATOR  
ADOBE INDESIGN  
ADOBE PHOTOSHOP  
ADOBE PREMIERE  
FINAL CUT PRO  
FIGMA  
SKETCH  
KEYNOTE  
MICROSOFT SUITE