

SANTIAGO PEREZ

DIGITAL DESIGN GENERALIST

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EDUCATION

Graphic Designer

Prodiseño (Design Academy)
Bachelor's Degree - Venezuela

High School

Los Arcos School
High School Diploma - Venezuela

LANGUAGES

Spanish Native | English Fluent

SKILLS

Email Design

2D - 3D Animation

Web Design

HTML/CSS

Print Design

Javascript

UI/UX

Wireframing

SOFTWARE



EXPERIENCE

eCosmetics | 2022 - Present

Sr. Designer/Email Manager

Manage the lifecycle of promotional emails. Support CMO in digital marketing efforts. A/B Testing templates. Develop innovative solutions to grow our email capabilities and achieve business goals. Design, HTML development and deployment for Email Campaigns. Constant work in pushing the boundaries of emails by testing new UI elements along with performance reporting to stakeholders. Work within ESP (Klaviyo) to develop functional email templates designed around a mobile-friendly customer experience (optimized for all devices with Litmus).

Oceania Cruises | 2018 - 2022

Sr. Digital Production Specialist

Design, development and deployment for Email Campaigns along with performance reporting to stakeholders. Manage targeting and personalization capabilities for our email program. Collaborate with engineers, UX designers, marketing and analytics to plan and execute testing and optimization strategies on email. Develop innovative solutions to grow our email capabilities and achieve business goals. Troubleshoot technical issues with email service provider representatives if problems arise with tracking, implementation or deployment of email campaigns. Work within ESP to develop responsive email templates. Manage Campaign deployments to international markets. Create HTML5 Animated Ad Banner Design.

Crystal Cruises | 2017 - 2018

Web/Email Designer

Actively develop, manage and execute email designs and campaigns. Create new layout and content blocks for various audiences and funnels to improve kpis. Work in tandem with digital marketing director and across multiple departments and teams to build and optimize campaigns to drive email marketing. Execute all email wireframes and designs while working alongside email marketing team to track campaign performances. A/B test designs across multiple campaigns. Supporting the Web team with content changes on both copy and images for landing pages.

Jarden Consumer Solutions | 2015 - 2016

Web Designer

Design and produce beautiful user-centered shopping experiences for a variety of media: desktop web, mobile web, email or marketing materials. Work in tandem with Digital Marketing Director and across multiple departments and teams to build and optimize campaigns to drive success. Uphold brand standards across all creative deliverables. Partner with engineers, fellow designers and developers to ensure best possible technical solutions.