



Alberto Pérez Andrés

Art director and creative.
Over 20 years of experience.
English proficiency.

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/Skills

General skills

Art direction	90%
Illustration	75%
UX	60%
UI	60%

3D y XR

3DS Max	90%
Unity	75%
C#	60%
XR	60%

Print

Packaging	95%
Editorial design	90%
Corporate	95%

Web

WordPress	85%
WooCommerce	85%
Elementor	90%
CSS + html	85%

/Career

/04

Bachelor's degree in Fine Arts from the Polytechnic University of Valencia, GPA: 7.8. I also completed my degree with a scholarship for graphic design, web and UX design at the CLM Science and Technology Park in Albacete.

/06 - 09

BMW Dealership Magazine.
Design and creativity for TM Inmobiliaria, Barclays, and Pepephone. Professor in the traditional animation master's program at the CICE academy.

/10 - 11

Photography of the collections of the Provincial Museum of Albacete. Graphic design for permanent exhibition. Creative services for Marpe Ópticos, including mailing, branding, window dressing, and websites.

/12 - 15

Design of more than 1,000 packaging, stands, and POS displays, several websites, and product photography for a multinational kitchenware and cutlery company. Sales campaigns of up to €200,000. Brands included: Magefesa, Santa Clara, Quttin, Cuyfor, Lardeco or Pontesa.

/15 - 17

Corporate image update for the Filomatic brand in collaboration with Luis Bassat. Packaging for all models, brochures, and web design. Brand design for different product lines. 3D rendering of shavong products.

/18 - 19

Branding and web design for Alex Leverington, founder of Ether. Complete corporate image and web design leading a creative team. AR wine label projects for Bodegas Félix Solís, translated into three languages and published for both Android and iOS.

/20

Web and UX design for LOKIN, a business park management platform. E-commerce and design by Idurgo - Capeans. 3D set design by Luis Crespo, winner of the 2020 Best Set Designer Award in the Valencian Community.

/21

Augmented reality application for the Anuncian Tormenta agency. 3D modeling and rendering of stage sets for Luis Crespo. Modeling and rendering for a Canal Nou TV special on the pelota game.

/22

Work for Capazita, a company specializing in business improvement and marketing. Corporate image design projects, catalog design and layout, and e-commerce development (Prestashop, WordPress, CSS, and HTML) and social media content.

/22 - 23

Creative and marketing manager for the Hicarho holding company, covering its various brands, primarily in the agricultural sector. Creative, packaging, web design, and marketing. Also managing the maintenance of the various websites, reviewing SEO work, and producing social media content on a daily basis.

/24

Development of a sales tool for a supplier of poultry farm management materials and technology. I've also worked on several art direction and packaging development projects for Filomatic and other clients.

/25

I am currently focused on providing strength and consistency to my clients' images to ensure their brand, service, or product maintains its identity and reflects the necessary values across different media.