



Daniel Perez Velasco

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SKILLS

Industries

Automotive · Consumer Packaged Goods (CPG) · Healthcare

Creative Direction

Integrated Campaigns · Visual Storytelling · Concept Development · Art Direction · Creative Strategy · Pitch Development

Creative Tools

Photoshop · Illustrator · InDesign · Figma · Blender · Keyshot · After Effects · Premiere · Runway

Disciplines

CGI / 3D Rendering · AI-Driven Production · Motion Design · Social Content · Video Production · Packaging · Print · Digital · Web

WORK EXPERIENCE

Omnicom Production LLC – Nissan USA

February 2022 – Present

Art Director

- Lead creative development and execution of integrated marketing campaigns across the Nissan brand ecosystem, producing still photography, CGI, AI-generated imagery, motion, and digital content for multiple national campaigns annually.
- Art direct long- and short-form video productions for the Nissan USA YouTube channel from concept through post-production.
- Develop and present mood boards, visual systems, and campaign concepts to creative directors, senior stakeholders, and clients, selling ideas with clarity and confidence.
- Partner cross-functionally with producers, motion designers, strategists, and technical teams to manage and execute multiple concurrent projects in fast-paced production environments.
- Extended creative expertise beyond Nissan to develop social media video content for LinkedIn and support Kinecta in building and launching client web pages.

MerchSource, LLC

November 2019 – February 2022

Graphic Designer

- Developed packaging systems and visual direction for an array of consumer product SKUs, partnering with marketing and product teams to align design with business and retail strategy.
- Art directed product photography and collaborated with internal and external photographers to create compelling packaging and marketing assets across retail and digital channels.
- Created high-quality CAD renderings and product visualization assets used across packaging, e-commerce, presentations, and retail marketing, reducing production timelines.
- Contributed to cross-functional product launch initiatives supporting the company's highest-performing single-product SKU release.
- Maintained visual consistency across multiple product categories while balancing quick-turn production schedules and evolving business priorities.

UCI Health
Graphic Designer

October 2017 – November 2019

- Collaborated with the creative service leadership and marketing team to develop integrated patient and provider communications across print, social, web, motion, and digital platforms.
- Developed photo, video, and social content that supported audience growth initiatives and increased engagement across digital platforms.
- Managed a diverse creative workload including campaign collateral, event photography, motion graphics, illustration, video editing, and HTML email marketing.
- Supported brand consistency across healthcare marketing initiatives while translating complex information into accessible visual communication.

California State University, Office of the Chancellors
Student Assistant, Graphic Design

October 2016 – August 2017

- Collaborated with the communications and public affairs teams to design print and digital materials supporting statewide university initiatives and institutional communications.
- Assisted in maintaining and evolving CSU brand assets while contributing to early-stage conceptual development for the CSU rebranding initiative.
- Supported cross-functional creative workflows across web, print, and presentation materials in a fast-paced in-house environment.

ANDLAB Inc.
Freelance Web / Graphic Designer

November 2015 – August 2016

- Led the visual redesign and relaunch of ANDLAB.com, helping re-establish the organization's public-facing identity following a five-year hiatus in exhibition programming.
- Developed print and digital promotional materials for gallery exhibitions and cultural events, aligning visual communication with the organization's contemporary art positioning.
- Collaborated directly with stakeholders to translate creative goals into cohesive web and brand experiences.

Rip Curl
Graphic Design Intern

September 2015 – November 2015

- Designed marketing materials for North American retail locations in collaboration with the marketing and print production teams.
- Assisted with product photo shoots, image editing, and visual asset production for seasonal campaigns and the Fall 2016 product catalog.
- Supported the execution of lifestyle-driven brand communications within a fast-paced consumer and retail environment.

EDUCATION

California State University, Long Beach
Bachelors of Fine Art (BFA) / Graphic Design

May 2017