

Eduardo Perez

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eperezdesign.me



"Over a decade designing for Latin American and U.S. based companies, bridging cultural contexts to deliver clear, compelling work. Currently expanding into full.stack web development, converging design, programming, forensics and security expertise into every project."

Professional Experience :

Freelance Graphic Designer 2013 - present

Independent · Morelia, México

Brand identity, packaging, print and digital design, product lines, web content for U.S. and Mexican clients across multiple industries.

CEO & Chief Instructor - Krav Maga 2018 - present

Neshama Krav Maga / Protect Mexico · Morelia, México

Black belt 2nd Dan (Krav Maga) & 1st Dan (Kickboxing). National Director in Mexico. Representative of Protect Israeli Security Solutions®. Firearms instructor.

Corporate Security Advisor Present

Protect Mexico · México

Security advisory for Mexican businesses: active shooter response (ALERT certified), threat assessment, emergency preparedness, and tactical training programs.

2023 - 2025
New York, NY, USA

Swift Staffing® Inc. Job Title: Freelance Graphic Designer
Social media content, speaket event announcements, corporate flyers, and data infographics.

2018 - 2019
Brooklyn, NY, USA

StorageMaid® Inc. Job Title: Freelance Graphic Designer
Packaging, logo design, full product line development, and Amazon ads that drove measurable sales growth.

2016 - 2017
Brooklyn, NY, USA

StorageAid® Inc. Job Title: Freelance Graphic Designer
Packaging design, instruction manuals and corporate presentations.

2012 - 2015
Brooklyn, NY, USA

Smartek USA Inc. Job Title: Freelance Graphic Designer
Bilingual packaging and instructions manuals, establishing a consistent corporate identity maintained for years.

2013 - 2014
Morelia, México

Spouse.mx Wedding Magazine Job Title: Art Director
Editorial design, photo editing, overall artistic direction, and supervision of print production.

2013 - 2014
Gardena, CA, USA

Flameking Cylinders® Inc. Job Title: Freelance Graphic Designer
Web and print banners, technical illustrations, and website redesign communicating complex product specifications clearly.

Academic Formation:

Elementary & Junior High
Resurrection Catholic School, Los Angeles, CA, USA

High School
PREFECO "Melchor Ocampo", Morelia, México.

University
Bachelor's in Graphic Design. Universidad La Salle Morelia.

Diploma
Video & 2d Animation
Adobe® Certified Associate in Video Communication

Diploma
Forensics Expert in Graphology, Document Examination and Dactyloscopy

Bootcamp
Fullstack Web Developer (in progress)

Certifications:

- IELTS General Training Band 7.5 TRF Number: 21MX000898PERE138G
- ALERRT - Texas State University Civilian Response to Active Shooter Events Train the Trainer
- Stop The Bleed® Instructor - American College of Surgeons ID 180863
- Basic Life Support & CPR (BLS) - Emergency Care & Safety Institute

Soft Skills:

- Responsible & Punctual
- Quick Learner
- Assertive Communicator
- Creative & Adaptable
- Bilingual (EN / ES)

Software & Tools:

- Adobe Creative Cloud
- Wordpress
- HTML, CSS, Javascript
- Google Firebase
- ChatGPT
- Claude AI
- Google Gemini
- Arduino IDE
- Git, Github

Languages:

- Spanish - Native
- English - Advanced C1
- French - Beginner A1
- German - Beginner A1