

Aaron Joseph Perez

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Summary

Highly skilled and versatile multidisciplinary designer with over 10 years of experience, delivering bold, impactful solutions across global brands like Salesforce and King Living. Expert in graphic design, digital design and art direction, with a proven track record of driving 80% regional brand alignment, growing campaign engagement (e.g., 66% YoY event growth), and streamlining workflows with tools like Adobe Creative Suite and Figma.

Technical Skills

- *Software & Tools:* Photoshop, Illustrator, InDesign, After Effects and Premier Pro, Figma, Canva & Webflow.
- *Web & Digital:* HTML/CSS, Content Management Systems (CMS), Email Design.
- *Technical & Additional Skills:* Digital Asset Management, Print Production.
- *Emerging Skills:* AI Image Gen (Midjourney), Augmented Reality (AR) Design.

Professional Experience

Salesforce July 2019 - October 2024 (5 years, 4 months)

A global cloud-based customer relationship management (CRM) platform that helps businesses manage customer data and interactions.

Visual and Graphic Designer

- **Pioneered localised design operations** as the sole JAPAC, ASEAN, India, and LATAM lead (12+ countries), transforming near-zero support into 80% regional brand alignment with 75+ annual projects (digital/print comms, events, video, motion graphics, career site, philanthropy, recruitment, Equality, well-being, employee engagement, employee brand)—outpacing peers by 20% as the top generalist, resolving over 50+ AMER project emergencies, and earning SVP recognition as ‘Fire-drill King’ on a global team call.
- **Led social video design** for 5+ company celebrations (e.g., birthday anniversary, Admin Day), reaching 79,000+ employees.
- **Introduced 8 localized toolkits**, empowering 9 designers across 12 regions with culturally resonant branding, supporting Salesforce’s employee representation goal.
- **Art directed Sydney Content Gathering Campaign** photoshoot, producing assets adopted across email, slack, instagram, linkedin, facebook, digital screens and web use (40% shift from illustrations to photos), and remotely led Malaysia/Singapore shoots during 2020-21 lockdown, delivering 40+ published photos. 1
- **Led Salesforce Run (India) design**, growing attendance from 2,000 (2022) to 5,800 (2024, 66% YoY peak) and fundraising from 1.2CR to 2CR (67% increase) with standout visuals.
- **Onboarded Canva to the Salesforce Brand** enabling 7+ teams to self-serve small creative with 3 hours a week saved (156 hours saved annually).
- **Developed JAPAC Toolkit (FY23-24)** and India Design System in Figma, adopted by 4+ teams, slashing small requests by 30% across 12 regions and over 10+ client count using the toolkit.
- **Co-led 2022 Creative Request Form update**, reducing kickoff calls by 25% for 50+ monthly requests.
- **Co-led introduction of the designer staging deck** that improved clarity and streamlined the creative and client review/approval process.
- **Sydney Culture Guide Connection Lead**, organising 5+ events for the 1,700 Sydney Tower employees.

King Living July 2017 - July 2019 (2 years)

Australian designer furniture company focusing on innovation and quality to last a lifetime.

Visual and Graphic Designer

- **Updated, created and maintained** King Living's global MailChimp eDM system. Raised the subscription count from 24,000 to 61,000. Increased the click-through rate by 5% and increased the open-rate by 4%.
- **Total interaction with the King Living asset library:** Photography, image retouching, colour correcting, deep-etching and creating comps.
- **Managing and providing creative direction** to local and outsourced image retouchers.
- **Implement**, deploy and manage the new asset DAM system.
- **Packaging design** with up-cycling, usability and experience as the core fundamentals.
- **Sourcing and maintaining relationships** with print suppliers who hold quality and passion as key competencies in their business model.
- **Overhaul King Livings digital and print collateral**, evolving it from the basic retail aesthetic and quality to the true luxurious and sophisticated identity that the company is striving for.
- **Lead visual designer for the King Living Trade & Commercial team**, showcasing our advocacy of Australian designers to the A&D community.
- Increased Trade focused sales through A&D community focused design.

FUSE July 2013 - July 2017 (4 years)

Australian marketing solutions portal for franchise businesses.

Graphic Designer and Finished Artist

- **Delivered hundreds of custom assets** for diverse franchise clients, adapting visuals to unique brand guidelines across multiple sectors (QSR, retail, lifestyle).
- **Balanced speed and quality in a high-volume**, deadline-driven environment—gaining deep expertise in pre-press and print production.

Education

Bachelor of Design

UNSW Art & Design

Diploma of Design

Martin College

References

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