Darrell Perry

Contact

143 Richardson St.,  
Grass Valley, CA 95945

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[darrellperry@mac.com](mailto:darrellperry@mac.com)

Portfolio/Links

www.behance.net/darrell   
(Portfolio)

[www.darrellperry.com](http://www.darrellperry.com)   
(Portfolio)

[www.Lucky8Design.com](http://www.Lucky8Design.com)   
(Company)

www.linkedin.com/in/darrellperry (LinkedIn)

Top Skills

Packaging design,

Wine & Spirits Industry,

creative thinking, pre-press,   
digital photography, branding & identity, Photoshop, Illustrator, InDesign.

Honors-Awards

SADIE Award

Multiple 1st Place Awards for Photoshop Excellence

Second Place National Design Award for a Printed Computer Newsletter

Neenah Paper's PAPERWORKS Letterhead Award Winning Entry

# Profile

Graphic Designer with substantial experience working alone or in a team environment. Interested in working with talented people on a full or part-time basis.

# Experience

Owner/Operator — Lucky 8 Design, June 2019 - Present

Implement design techniques to facilitate on-going profits and business growth for local and regional clients. Ensure self-promotion image, brand recognition and service features are properly represented in all written and online collateral. Provide, plan, develop and design external and/or internal communications projects to promote services furthering client objectives and driving sales. Utilize outside vendors to produce printed promotional materials. Coordinate all aspects of any given job to ensure a consistent client message and image. Produce final artwork and photography for outside commercial printers & clients.

Graphic Designer — AJA Video Systems, June 2018 - June 2019

Designed packaging and web assets. Photographed and photo manipulation of components for industry-leading video capture cards, digital recording devices, video routers, frame synchronizers and scalers, digital converters and professional 4K cameras.

Senior Graphic Designer — Poolmaster, Nov. 2012 - July 2016

Responsible for leading all aspects of complex design projects. Worked on various creative projects including product development concepts, design, packaging, website graphic support, marketing/sales and trade-show materials and presentations. • Used high level of creative skill and understanding of design industry software, photography, typography, and image editing practices to develop a wide range of visual solutions, balancing creativity and attention to business objectives. • Interpreted brand guidelines to apply across a variety of creative materials including; packaging, literature, catalogs, price lists, advertising, promotions, website, POS, and merchandising tools. • Prepared and presented comps, preliminary designs and/or mockups for projects according to objectives and requirements of assigned project, including determination of size,

placement and layout of visual components and text copy. Made recommendations for most suitable design and production solutions. Prepared final layouts and production art files for vendors. Reviewed team members output for Q&A. •

Reviewed proofs and provided direction for final output solutions as appropriate. • Provided management and organization of graphics department, projects and digital files. • Reviewed and oversaw maintenance of local image libraries and graphics file storage solutions. • Supervised and art directed Jr. Designers.

*Accomplishments*

Designed new products, organized an outdated and unorganized, cluttered electronic graphic filing system into a searchable and useable working system capable and agile for daily use while maintaining regular daily duties. Drastically reduced production costs while increasing quality and sales of promotional sales catalogs saving company 10's of 1,000's of dollars each year.

*Skills Used:*

Creativity, Macintosh OS X, Adobe Creative Suite, Photography, Art Direction, Illustration. Patience, experience and tricks of the trade.

Graphic Designer — Thunder Valley Casino Resort, Dec. 2010 - May 2011

Managed multiple promotional projects. Ensured that corporate image, brand recognition and product features were properly represented. Provided subject matter expertise, where appropriate. Planned, developed and designed external and internal communications projects to promote client awareness.Interfaced with vendors to produce promotional and internal marketing materials. Coordinated projects, graphics and photographs for numerous special blackjack and slot tournaments. Promoted a collaborative environment and effective teamwork to achieve department goals and objectives. Provided technical hardware and software recommendations. Introduce and education of new design techniques. Produced final artwork, both outside offset printers/vendors and internal digital media.

Graphic Designer — VSP Vision Care, May 2007 - February 2010

Managed multiple client and internal audience projects. Ensured that corporate image, brand recognition and product features were properly represented. Provided subject matter expertise, where appropriate. Planned, developed and designed external and/or internal communications projects to promote client education and sales objectives. Interfaced with vendors to produce promotional and internal marketing materials. Coordinated projects, graphics and photographs to ensure a consistent image and message of the brand, services and values. Promoted a collaborative environment and effective teamwork to achieve goals and objectives. Provided art direction and technical advice to contract designers. Produced final artwork for outside offset printers/vendors. Creatively facilitated “on brand” marketing materials to help produce growth of the company and healthy lifestyles for VSP clients.

Art Director/Graphic Designer — JRM Inc., April 2004 - November 2005

Managed all aspects of the JRM Graphic Design Department and its vendors. Designed and produced all aspects of advertisements and identity of JRM promotional print and online material including but not limited to design, layout, photography and production of a 40+ page biannual catalog, monthly trade magazine ads, electronic newsletters, trade show graphics, promotional materials and training materials.

Production/Designer — Armstrong Associates, January 1999 - April 2000

Produced and designed packaging, branding and final artwork for clients in the Wine, Sprits and Beverage industry for offset print and online media. Managed multiple in-house and client projects. Ensured that corporate image, brand recognition, product features were properly represented in all written and online collateral. Provided subject matter expertise, where appropriate. Planned, developed, and designed external and internal projects to promote the sale of client products and services based in Sonoma County wine county as well as international clients. Interacted with outside vendors. Promoted a collaborative environment and effective teamwork to achieve goals and objectives. Provided constructive guidance and critique to team members when appropriate.

Graphic Designer/Product Developer — Dan Gilbert Art Group, October 1995 - January 1999

Responsible for production and design with licensed artwork to create properly formatted production files for offset &amp; screen-printed final products.Experience with various projects including but not limited to greeting cards, stationary, children's games and puzzles, apparel, home decor & packaging. Collaborated with colleagues to conceptualize, produce, and create game and puzzle dynamics, graphics and fun playability for children and adults.

Graphic Designer— Blackburn Design, August 1994 - November 1995

Design, production and illustration for various client projects including logos, business cards, letterhead, illustration, brochures and various other projects.

Instructional Aide — Santa Rosa Junior College Applied Graphics Dept., August 1993 - August 1995

Responsible for graphic design instruction, critique & grading of student projects. Assisted the professor instructing students in all aspects of graphic design including composition, traditional & electronic layout & production techniques for offset & various other printing methods. Instructed various Photoshop techniques & methods relating to design and production. Assisted with design & technical issues relating to student works.

# Education

Santa Rosa Junior College — Certificate, Applied Graphics, 1984 - 1993

Hartnell College — General Education, 1990 - 1992

# Skills

Creativity, Macintosh OS, Adobe Creative Suite, Photography, Art Direction, Illustration, Patience, experience and tricks of the trade.

# DESIGN PORTFOLIOS:

<https://www.behance.net/darrell>

https://darrellperry.myportfolio.com/portfolio

http://www.lucky8design.com

http://www.darrellperry.com