

Paul J. Pereira



PORTFOLIO: [quantumburn.com](http://quantumburn.com)

39 Garfield Avenue, Easthampton, MA 01027 T: 413.320.5791 E: [valdanta68@gmail.com](mailto:valdanta68@gmail.com)

**SUMMARY** Award-winning graphic designer and art director experienced with corporate identity, packaging, print collateral, advertising, annual reports, brand ID systems, website architecture, and HTML emails. Special emphasis on conceptual design and creative thinking, high attention to detail. Comfortable with information architecture, project management and business development.

**EDUCATION**

**1992** De Anza College, Cupertino, CA  
Computer design coursework

**1986-1990** University of Massachusetts, North Dartmouth, MA  
College of Visual and Performing Arts, BFA

**EXPERIENCE**

**2001-Present** Senior Art Director at LSHD Advertising, Chicopee, MA.  
Responsibilities include the creation and production of effective, original, interactive advertising of the highest standard, as well as overall art direction for multiple projects and clients. Experience with corporate branding and a clear understanding of marketing strategies and concepts.

**1998-2001** Senior Graphic/Web Designer at Wiggin & Co., Northampton, MA.  
Responsibilities include interpreting brand identity, creating clear, concise, customer-centric visual communications for use in display graphics, and collateral for print media and the web.

**1994-1998** Designer/Art Director at Vision Graphics, Ludlow, MA.  
Responsibilities include implementation of a growing design/multimedia department within a pre-press environment. Various collateral, including catalogs, packaging, brochures, advertisements, booth displays, trade show graphics, and logos. Art directing photoshoots, prepping final files for printers and signing off on color on press checks.

**SKILLS** Proficiency in typography, photography, drawing, and authoring tools including: Photoshop, Illustrator, InDesign, QuarkXpress, Dreamweaver, Microsoft Office and basic HTML/CSS. Knowledgeable in both MAC/PC and mobile architectures. Strong verbal and written communication skills, ability to multitask, detail and deadline oriented.

References available upon request.