



ADRIANA PÉREZ-CROSS

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I am a creative designer with a strategic approach to design and brand identity. I use research and storytelling to develop compelling concepts and visual strategies that give a soulful purpose to any brand or product. Through mastery of distinctive design systems, I create graphic solutions that deliver an impeccable visual language that strengthens a brand beyond expectations. Passionate about circular design, I believe we can work with nature rather than against it. I am committed to making a positive impact by using sustainability as a powerful design tool.

SKILLS

- > Conceptual and strategic thinker
- > Visual storyteller
- > Trend forecaster
- > Textile design
- > Lettering
- > Photography
- > Illustration
- > Team leader
- > Public speaking
- > Attention to detail
- > Software:
 - Illustrator, Photoshop, Indesign, Acrobat, Keynote

EDUCATION

Master's Degree in Visual Design

Scuola Politecnica di Design _____ Milan, Italy

Notable Achievement: winner for best photography Kodak "Milano non è Milano" project

University-level Degree in Graphic Design

Instituto de Diseño de Caracas _____Venezuela

graphic design . visual strategy

EXPERIENCE

Volvo Group _____ **Feb.2014 _ Jul.2023**
North America Greensboro, NC / Miami, FL (*remote 2+y*)

> **Senior Graphic Designer** Jul.2021 _ Jul.2023
[*Sustainability Core Team member since Feb.2023*]

Developed a global strategy and design system to revamp emblems across brands, in collaboration with the graphics team in Gothenburg. Leveraged communication design skills to develop engaging presentations that strategically linked creative solutions to brand and business objectives. Provided strategic design guidance and art direction to external agencies for production of creative assets for launch and sales activities. Creative concept and graphic design for the new aero fuel efficiency concept vehicle SuperTruck 2. Ideation, concept and graphics for Volvo Autonomous Solutions, sparking curiosity about the future of transportation. Pitched a unique concept for a global sustainable merchandise collection.

> **Graphic Design Lead** Dec.2016 _ Jul.2021

Developed a visual strategy that communicated Volvo's sustainability values, leading and inspiring the team to create a groundbreaking design. Applied communication design principles to create presentations that were both visually appealing and persuasive. Persona profile creation. Designed graphic assets such as patterns, grains, color schemes and graphic systems from concept to production. Led digital and physical modelers as well as suppliers to successfully apply graphics on soft and hard trim. Concept and design of striking camo graphics to wrap the first electric truck, the VNR electric, which effectively drew attention to the Lights Project.

> **Graphic + CMF Designer** Aug.2014 _ Dec.2016
(*consultant*)

Strategic development of color, material and finish for interior and exterior surfaces. Sustainable materials research and sourcing. Trend Forecast analysis. Created and approved Master Samples. Color and trim level naming. Worked directly with suppliers to develop all soft and hard trim per program guidelines. Led 3D digital and physical modelers regarding aesthetics from a surface design perspective. Designed Instrument Cluster for facelift project.

[*First two Patents granted - Migration Pattern and Instrument Cluster Design*]

> **Graphic Designer** Feb.2014 _ Aug.2014
(*consultant*)

Concept and graphics for tractors and trailers' decal capturing attention and driving sales increase, such as SuperTruck Concept vehicle which had the highest engagement in social media. Developed launch strategy for facelift project with a focus on the North American market to raise awareness of Volvo's presence and locally assembled/manufactured products. Designed merchandise collection for facelift project.





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art direction . brand identity

TALK

Experiential Design, beyond graphics
2019_Volvo Group
Design Summit _____ Gothenburg, Sweden

INTERESTS

- > Art
- > Nature
- > Biomimicry
- > Circularity
- > Textiles
- > Travel
- > Fashion
- > Dance
- > Mindfulness

LANGUAGES

Spanish _____
 English _____
 Italian _____

LEARNING

Circular Economy
Sustainable Materials Management
Coursera _____ Online

The Labour of Love by Li Edelkoort Seminar

The New School_Parsons _____ NYC, New York

EXPERIENCE (continues)

Kannoa _____ **Aug.2012 _ Feb.2014**
Outdoor Furniture _____ Miami, FL

> **Graphic Designer**

Creative concept and design of graphic system supporting brand identity. Developed Brand Book for new identity guidelines. Graphic design for magazines, web advertising, labels, collateral material. Visual solutions for trade shows and retail. Art direction and product photography for catalogs, as well as layout and editorial design. Worked directly with printers and newspaper representatives ensuring an optimal outcome of printed pieces. Business presentation design for clients and retailers. Textile Design.

Across Design _____ **Oct.2007 _ May.2013**

> **Own Design Firm**

Brand identity, art direction, brand book design, naming, editorial design, media kits, web design, collateral material and creative strategy for various clients such as General Mills' Qué Rica Vida magazine, MBLM, Neri Design Group, Academica, Admark Inc., Grupo Uno, Phocus Branding

Instituto de Diseño de Caracas __ **Sep.2009 _ Jul.2010**

> **Professor / Course: Lettering III_5th Semester** Ccs, Venezuela

Taught how to design a font family from concept to completion, from A to Z. Guided students to design posters and banners using typography only

ARS Publicidad _____ **Jul _ Oct.2007**

> **Graphic Design Intern** _____ Caracas, Venezuela

Final artwork, editorial and graphic design for Toyota and other clients of the leading advertising agency

NASA Design Studio _____ **Feb _ Sep.2006**

> **Junior Graphic Designer** _____ Caracas, Venezuela

Graphic design and final artwork for Empresas Polar. Design concept and proposal for Minalba Flavor packaging