

# Carmela Pereira (formerly Stricklett)

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## Art Director: Graphic, Motion & Video Design

- Highly adaptable design professional with 13+ years in art direction, graphic design, branding, and marketing across diverse sectors
- Recognized with a 2023 GDUSA In-house Design award for art directing the "People First Authenticity" video, strategically elevating Sterling's post-pandemic brand presence
- Demonstrates leadership by empathetically mentoring colleagues (individual, group, ERGs), providing training and empowering guidance; fosters similar development in volunteer settings

## KEY SKILLS & SOFTWARE

### ↪ Cohesive Brand Narrative & Cross-Platform Visual Strategy Development

From initial planning and storyboards to execution/oversight, grounded in a deep understanding of visual communication principles (design, animation, video) and brand strategy

### ↪ Collaborative Facilitator

Effectively drives consensus on vision within diverse and potentially challenging groups through open dialogue, leveraging a broad understanding of varied perspectives to build cooperation and alignment towards shared goals

### ↪ Software Proficiency

Adobe Creative Cloud (InDesign, Photoshop, Illustrator, After Effects, Premiere Pro, Acrobat), Microsoft PowerPoint and Canva Pro

## PROFESSIONAL EXPERIENCE

### **Sterling/First Advantage**, New York on-site & remote

*Global provider of employment background screening and identity verification solutions*

#### Senior Graphic Designer (Full-time)

2019–2025

Progressed to full-time role in May 2019; significantly expanded responsibilities and impact while navigating the COVID-19 pandemic and transition to remote work

- Contributed key design input and executed visual design across diverse campaigns (video, account-based marketing (ABM), paid ads, motion graphics, social media, thought leadership, PowerPoint decks), supporting the company's 34% revenue growth (\$500M-\$760M, 2019-2022)
- Developed high-performing social media visuals in 2022, achieving a 25% increase in impressions, a 24% increase in engagements, 116K organic video views, and a 5.5% engagement rate
- Mentored colleagues on design best practices and supported team productivity/workflow during key organizational events (2021 IPO, 2024 acquisition), fostering efficiency and a positive company culture

#### Production Designer (Freelance)

February–May 2019

- Rebranded marketing materials (including solution sheets and Word documents) and developed on-demand sales PowerPoint decks and event graphics

**Freelance Services, New York**

Art Director/Designer

2017–2025

- Manage and deliver branding projects with direct client communication for diverse clients, from small personal businesses to large multi-state insurance corporations with multiple divisions

**CORE, New York***Full-service real estate brokerage firm*

Graphic/Production Designer

2016–2017

- Delivered customized, on-brand marketing materials for 150+ agents for a wide spectrum of properties, from residential and commercial rentals to multi-million dollar condos, under tight deadlines

**Amplify, New York***Ed-tech company that provides curriculum and assessment tools for K-12 education*

Print Art Director

2014–2015

- Art directed 60+ custom illustrations in eight weeks and helped redesign 300+ educational components in five months, coordinating with illustrators and internal/external teams to meet tight deadlines

**Rode Advertising, New York (formerly Sherman Advertising Associates)***Full-service branding and advertising agency specializing in luxury real estate*

Art Director

2012–2014

- Provided all-in-one branding for range of properties and spearheaded a successful, cost-effective campaign that unlocked significant new opportunities for the agency

**PROFESSIONAL DEVELOPMENT & EDUCATION****School of Motion, Schoolofmotion.com**

Motion design courses including Animation Bootcamp and After Effects Kickstart

2017–2018

**School of Visual Arts, New York**

Continuing Education classes in Graphic Design

2005–2006

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**Fashion Institute of Technology, SUNY, New York**

Bachelor of Fine Arts, Graphic Design

2011

**Fordham University, Lincoln Center, New York**

Bachelor of Arts, Visual Arts

2002

**INTERSHIPS****NBC Universal, New York**

Product Design/User Experience Intern

Summer 2010

**Walter Bernard Milton Glaser (WBMG), New York**

Design Intern

Spring 2006