

GLORI PÉREZ



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EXPERIENCE

Workpath GmbH | Graphic Designer

Munich, Germany | January 2022 - Present

Brand development and visual corporate identity enhancement. Creation of omnichannel visual communication to champion all marketing initiatives.

LARALAB GmbH | Talent Acquisition Recruiter & Management Associate

Munich, Germany | November 2020 - Present

Human Resources process owner. Personnel management, talent search, and acquisition.

Qbico Creativo | Brand & Product Innovation Designer

San José, Costa Rica | October 2019 - March 2020

Product and brand innovation through the creation and development of a new product consisting of tiles for wall finishes and installations. Research and ideation, brand design and management, design development, and 3D visualizations.

McKinsey & Company | Voiceover Artist

San José, Costa Rica | March 2019 - September 2019

Participation in voice recordings, both in English and Spanish, used for media catered to internal and external clients.

McKinsey & Company | Business Presentation Designer

San José, Costa Rica | December 2018 - September 2019

Visual enhancement and optimization of business presentations for McKinsey consultants.

Universidad VERITAS | Design Adjunct Professor

San José, Costa Rica | May 2018 - December 2018

Instruction of two courses: "Design II" for first-year Product and Graphic Design students, and "Objects Design" for second-year Interior Design students.

Barrows North America | Product Designer

New York, NY | June 2017 - February 2018

Conceptual design of branded touchpoint structures for Unilever. Creation of 3D visualizations using Autodesk 3Ds Max and generation of renderings and design specifications for client use.

Marc Rosen Associates | Creative Intern

New York, NY | January 2017 - May 2017

Design and development of new packaging concepts for emerging clients within the beauty industry. Strategy, social media, and marketing management.

EDUCATION

EU Business School | MSc in International Management - Design Management

Munich, Germany | October 2020 - November 2021

LEAD University | Marketing Program

San José, Costa Rica | July 2018 - October 2018

Pratt Institute | Bachelor's of Industrial Design

Brooklyn, New York | August 2013 - May 2017

SKILLS

Industry Knowledge

Product Design, Graphic Design, Branding & Identity, Visual Merchandising, Packaging Design, Marketing

Tools & Technologies

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Autodesk 3Ds Max, Figma, Microsoft Office, Google Suite, Personio

Interpersonal

Design Thinking, Leadership, Recruiting, Organizational Skills, Teaching, Management, Time Management

LANGUAGES

Spanish Native | English Native | German Basic

RECOGNITIONS

EU Business School | Summa Cum Laude (3.9/4)

Munich, Germany | 2020 - 2021

Pratt Institute | Cum Laude (3.7/4)

New York, New York | Commencement 2017

Pratt Institute | President's List

Brooklyn, New York | 2013 - 2017

Pratt Institute | Presidential Merit Scholarship

Brooklyn, New York | 2013

KNOWLEDGE & INTERESTS

Branding, Graphic Design, Design Management, Marketing, Visual Merchandising, Cosmetics Design, Packaging Design, Tabletop Design, Exhibition Design, Furniture Design, Management, HR Management