



**Job Title:** Senior Graphic Designer

**Job Description:** I manage all design project from concept to delivery. I create original artwork and review the work of junior graphic designers on the team to ensure quality and brand consistency. I am an award-winning designer with over 25 years of experience working in advertising agencies, television networks. I also work with corporate clients as a freelance designer on a wide array of design project which include web, packaging and social media design.

**Company and Tenure:**

Telemundo Enterprises, 14 Years

**How long did it take you to get to where you are today?**

Over 25 years

**Educational Requirements:**

Bachelor's Degree in Communications,  
Associate Degree in Commercial Art

**Salary Range For This Type of Job:**

\$45,000 - \$120,000

**Advise for getting started and breaking into the industry.**

**What worked for you?** The most important thing is to create a portfolio. It is also important to join professional organizations like AIGA (American Institute of Graphic Arts) or Promax BDA (Broadcast Design Association) and get involved so you meet like-minded individuals and professionals who can serve as champions and mentors. It is essential to master the tools of the trade like Adobe Photoshop, Illustrator, InDesign, After Effects, etc. Travelling and getting immersed in other cultures is also a great way to get inspired and bring other influences into your designs.



**Eduardo Perez**  
Senior Designer

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