

# Alejandro Pérez-Segnini a.k.a. APS

## Skills

- Creative
- Design
- Motion
- Production
- Photography
- Video
- Web

## Software knowledge

- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe InDesign
- Adobe Acrobat
- InfoChannel Scala
- Keynote

## Awards

4th Screen Award, Las Vegas  
agency: UnoLink  
Silver

## Publications

**McNews Magazine** - 2008

Cover and main article of the McAllen Chamber  
of Commerce magazine

**The Monitor Newspaper** - 2007

Full page article about Kreazione Kolective

**The Town Crier Newspaper** - 2007

Article about event organized by Kreazione Kolective

## Contact

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phone: (956) 429 9623

- High
- Med.
- Low

## Personal Profile

Born in Maryland, USA.

Raised in Caracas, Venezuela.

With a degree in Visual Communications specialized  
In Multimedia and Motion Design.

My experience in Venezuela came by working with major  
Production companies, T. V. stations and lots of freelancing.

Moved to Texas in Feb. 2007 where I decided to open  
Kreazione Kolective creative studio with my brother.

Also collaborated with different Production companies and Ad Agencies.

## Career History

**Bromley Communications** - April 2012 – Present

**Senior Art Director**

More responsibilities, but more fun.

Working with brands like Cheerios, Old El Paso,

Western Union, Fiber One and National Pork Board its always fun.

**Kreazione Kolective** - May 2007 - Present

**Company Founder / Creative**

Working from the living room of an apartment, until we received  
a check under the name of Kreazione Kolective.

We went to make all the paper work and established  
Kreazione Kolective, LLC. ...and the adventure started.

**MarketVision** - April 2011 – April 2012

**Art Director**

At MarketVision, we helped brands like Kraft, Miller Lite and

Coors Light in multicultural America with culture-inspired marketing.

**UnoLink / Canal Uno** - 2005 to 2007

**Graphic Designer / Motion Designer**

Company focused to create Dynamic Digital Signage  
in Caracas, Venezuela.

We created several channels for different locations,  
like Cines Unidos (*Nationwide*) and Optica Caroni.

**Makinando Productions** - freelance

**Graphic Designer / Motion Designer**

Pro and Post Production company in Caracas, Venezuela

**Analema** - 2003 to 2004

**Graphic Designer**

Web Solution company in Caracas, Venezuela