

portfolio

× Robin Pérez



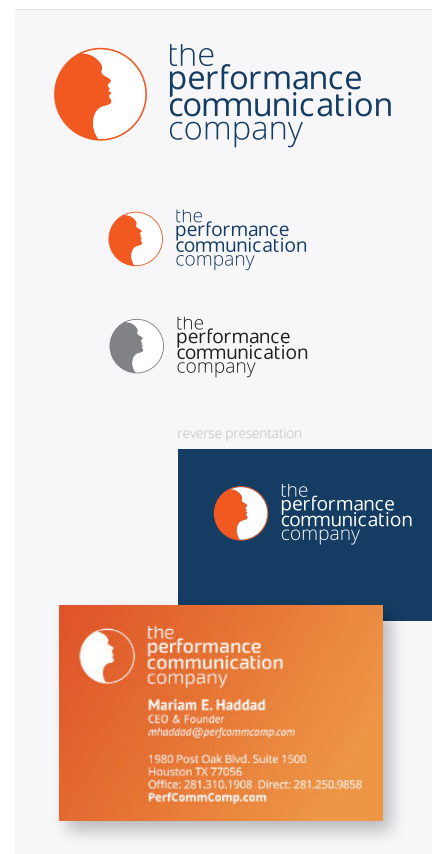
artist · designer · explorer

Logo Design & Branding

With over twenty years of hands-on experience designing logos and complete corporate identity systems, I help businesses create distinctive, memorable brands. From the initial logo design to all supporting materials—business cards, signage, and more—I make sure every piece works together seamlessly.

- new logo
- logo redesign or refresh
- stationery and collateral
- brand style guide
- corporate identity package

imagen de marcas e
identidad empresarial



brochures
et dépliants

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Design of Printed Materials

Printed marketing materials have made up a significant part of my career as a graphic designer. Over the past two decades, I've designed nearly every type of physical promotional piece imaginable— from small postcards to full catalogs, and from single-page ads to complete magazines.

- brochures / flyers
- catalogs / sale sheets
- booklets
- presentation folders
- postcards / mailers
- magazines
- ads

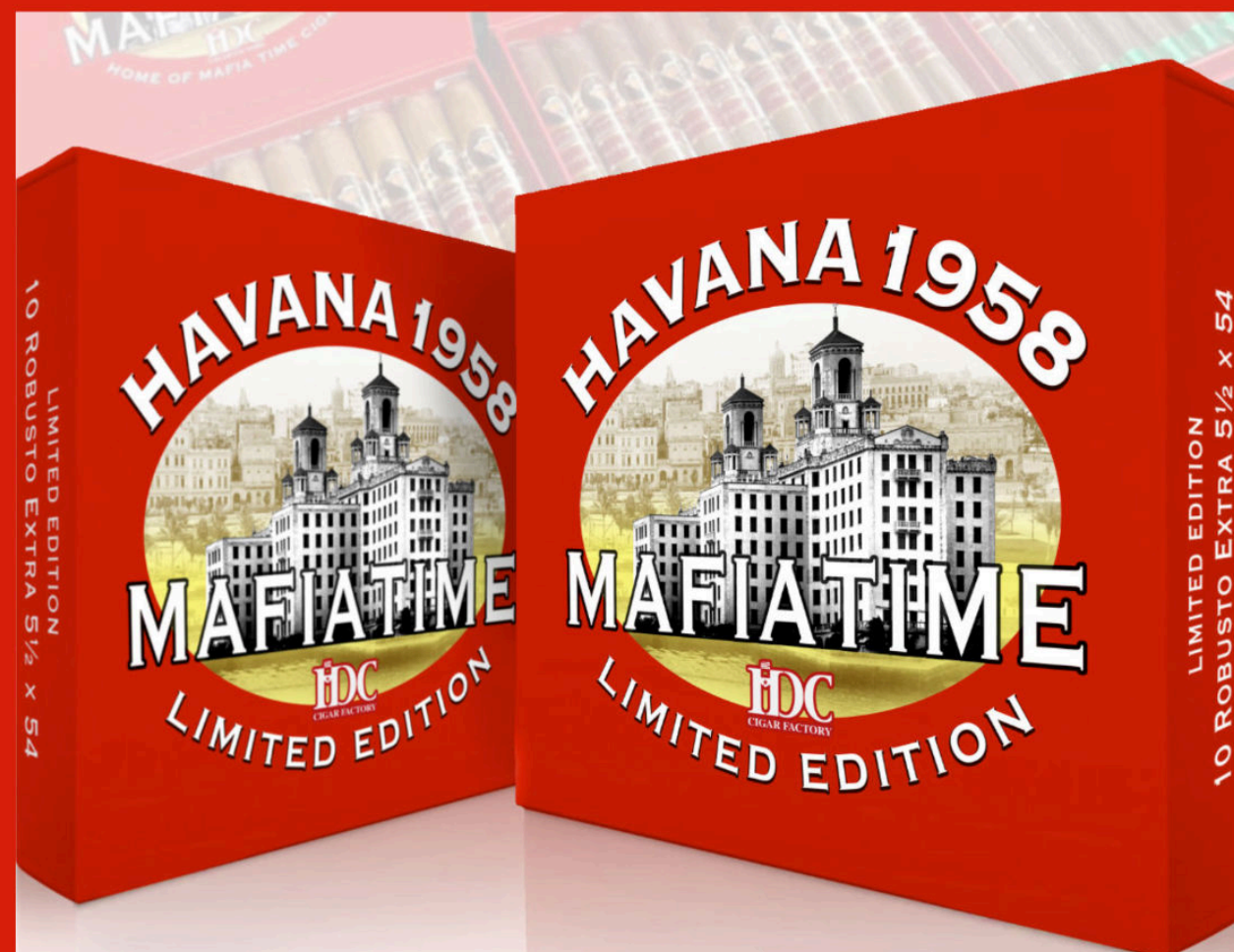


Beyond Printed Pages

Packaging, Signage, Environmental & More

Yes, I've worked in designing way more than just flat pages; here's a partial list.

- ▶ billboards
- ▶ environmental signs
- ▶ office signage
- ▶ vehicle wraps
- ▶ trade show booths
- ▶ banners / flags
- ▶ table & counter wraps
- ▶ tents / pop-ups
- ▶ packaging design
- ▶ labels
- ▶ posters
- ▶ much more



PACKAGING DESIGN



Web Design & Social Media

I design clean, good-looking, SEO-friendly websites, and I'm happy to improve or build onto what you already have. Most of my recent work is in WordPress, so updating content is simple—whether you do it yourself or want me to handle it.

I also help with social media by creating eye-catching visuals, clear messaging, and easy-to-use Canva templates you can reuse anytime.

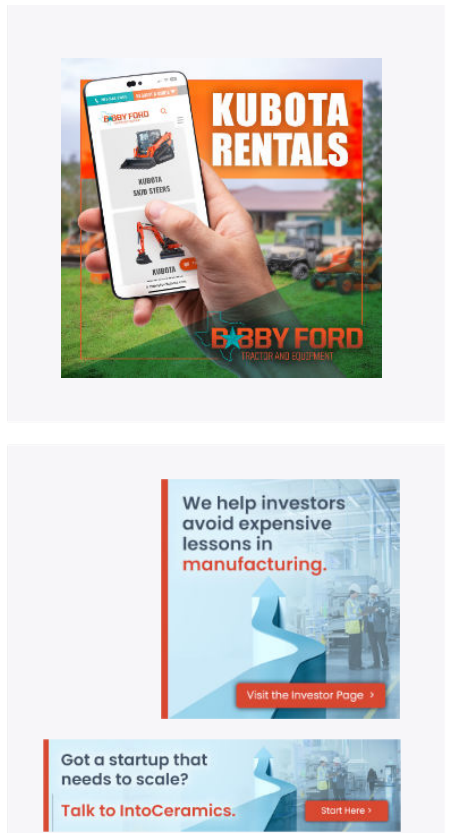
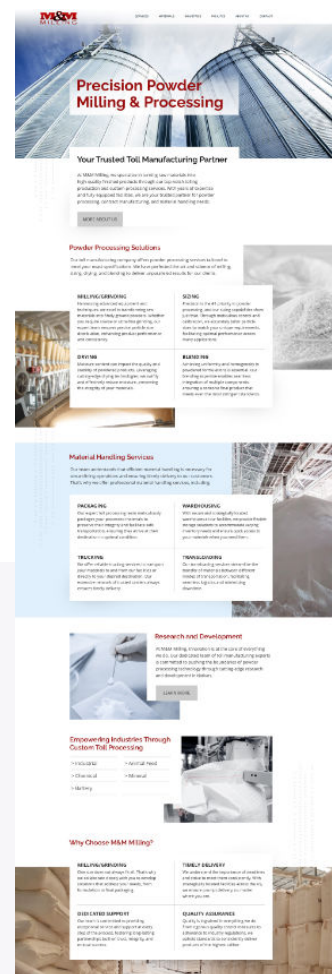


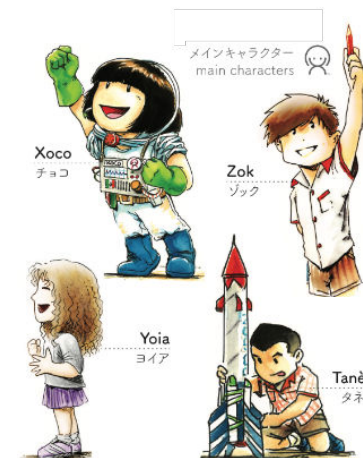
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Illustration

Remember the carefree joy of drawing as a kid? I still feel that way—gray hairs and all. Grabbing pencils or brushes and getting lost in the process while the hours fly by is still a blast (espresso definitely helps).

Custom illustrations can really set your project apart, whether it's a watercolor painting, detailed line art, or a digital rendering. Give it a try.





A little about Robin Pérez

Graphic artist, designer,
world explorer.

Born and raised in Havana, Cuba,
polished in Miami (Florida) and later,
in Big Ol' Texas; currently
rooted in Houston, but
who knows for how
long since he loves
traveling the world
and imagines
himself living at
every beautiful
place he comes
across.

With a career in graphic design
spanning over two decades and a few
design awards thrown in, he is
passionate about serving others with
his skills. His services are
available through his design
consultancy.

Enjoys learning
foreign languages,
although it is hard to
even understand
what he says in his
native Spanish.



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