

EXPERIENCE

JUN 2022 – NOV 2025
NEW YORK, NY

Senior Designer / Brand Strategy & Corporate Marketing TELEVISANUNIVISION INC.

Served as the lead designer for select corporate campaigns, brand initiatives, and high-profile events. Developed and executed branding across digital, social, broadcast, out-of-home, print and live activation channels. Managed junior designers by providing creative direction, feedback, and technical support throughout the design process. Worked across Corporate Marketing, Events, Communications, Ad-Sales, and executive teams to translate strategic direction into visual solutions. Carried projects from concept through final delivery, incorporating feedback, managing revisions, and preparing final assets for production. Developed brand guidelines, toolkits, and visual systems that supported consistent execution across national and local markets.

Position Highlights: Univision Upfront Events, Hispanic Heritage Month Campaigns, Majority Makers ¡Present!, and the TelevisaUnivision merger identity across the U.S. and Mexico.

JAN 2018 – JUN 2022
NEW YORK, NY

Graphic Designer / Corporate & 360° Marketing UNIVISION COMMUNICATIONS INC.

Developed campaigns and brand identities for Corporate Marketing, Sales, Social Impact and live events. Created visuals across digital, social, print, out-of-home and environmental design. Worked closely with internal stakeholders throughout the creative process, coordinating feedback, approvals, timelines, and final production. Developed brand guidelines, campaign toolkits, and design systems that supported consistent execution across departments and local markets. Contributed to projects from initial concept development through implementation.

Position Highlights: Se Habla USA, International Women's Day Campaigns, and Univision's corporate website and brand guidelines.

FEB 2016 – JAN 2018
NEW YORK, NY

Jr. Graphic Designer / Corporate Marketing UNIVISION COMMUNICATIONS INC.

Assisted in the development of brand identities, campaign concepts, and marketing materials across digital, print, social and experiential design. Supported senior designers and the Marketing Director with campaign projects from initial concept through implementation. Worked closely with the Events Marketing teams on client activations and branded experiences. Adapted visual identities across multiple formats, prepared production-ready artwork, and maintained brand consistency throughout execution.

Position Highlights: Premios Juventud and Despierta América Breakfast with the Stars.

FEB 2020 – PRESENT
NEW YORK, NY

Founder & Illustrator PERLYBLOOMS

Built an independent art and illustration brand spanning original artwork, licensed collaborations, content, and consumer products. Developed the brand identity, creative direction, digital presence, and product visuals while managing partnerships and customer communications.

Position Highlights: 1,900+ sales, 20K+ Instagram following, licensing collaborations with EmblemHealth, The Knot, Pela, and Capital One, and the Hispanic Heritage Foundation's Instagram YoSoy Award.

EDUCATION

NEW YORK CITY COLLEGE OF TECHNOLOGY

BTECH COMMUNICATION DESIGN
Brooklyn, NY

PERLA SANCHEZ

BRANDING & DESIGN

Senior Brand Designer with a decade of experience developing integrated brand identities and campaigns across digital, social, broadcast, OOH, print, and experiential channels. Experienced in B2C marketing and culturally relevant design for U.S. Hispanic audiences. Bilingual and bicultural, I translate ideas into cohesive visual systems that connect with diverse audiences.

TECHNICAL SKILLS

ILLUSTRATOR

LIGHTROOM

PHOTOSHOP

INDESIGN

AFTER EFFECTS

KEYNOTE

POWERPOINT

WORD

CEROS

FIGMA

EXCEL

EXPERTISE

ART DIRECTION / BRANDING &
VISUAL IDENTITY / EXPERIENTIAL DESIGN /
MULTICULTURAL CAMPAIGNS /
DIGITAL & PRINT DESIGN / BRAND
GUIDELINES

LANGUAGES

English /
FLUENT

Spanish /
FLUENT