



Zach
Perdomo



Graphic Designer

• PerdomoZach@gmail.com • +847-767-3660 • ZachPerdomo.com • Chicagoland Area

Education

Columbia College
Chicago

May 2025

- Bachelor's in Graphic
- Minor in Advertising
- Dean's List Fall 2025

Oakton Community
College

Dec 2022

- Associate's in Arts

Volunteering

C.A.R.E. Animal
Rescue

June 2025-Present

- Update PowerPoint
- Other Design Assistance
- Volunteer Collaboration

Dog Walking

2018-Present

- Both Paid & Unpaid

Professional Experience

Freelance Branding

DJ HAMÑCHEEZ

May 2024-Present

- Designed a logo from client's initial concept.
- Created a brand identity around client's stage name, targeting Chicago's large Hispanic audience while maintaining cross-demographic appeal.
- Produced promotional videos for social media using professional accounts, analytics, trends, and hashtags to maximize reach and engagement.
- Developed a marketing activation used during performances, enhancing brand recall and affinity.

DJ Ordeel

June 2024

- Interviewed and met with client to design a logo that fit with their vision for the brand.

Lead Designer

JMK Computerized TDIS

Mar 2021-Aug 2022

- Researched within the automotive industry to create the TireSMART logo and brand identity.
- Led interviews and meetings within JMK to ensure that design decisions were always aligned with JMK's identity and expectations.
- Collaborated with JMK's computer engineering team to design and develop company website.