

# ISMAEL A. PEREZ

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## SUMMARY

Passionate about motorsports with a proven ability to adapt and excel in diverse environments. Known for my outgoing personality, active listening skills, and strong empathy, I quickly build meaningful relationships with both colleagues and customers. As an avid rider with track experience, I bring valuable insight into rider needs and product features, making me a strong and informed candidate.

## REFERENCES

**Tony Black** - Owner, Piccolo 📞 310-428-9660

**Edward Whitehead** - Supervisor, Hard Rock Energy Drink 📞 407-758-9377

**Anthony Tchamanian** - General Manager, Chess Park Lounge 📞 812-639-7945

## EDUCATION

**UC Irvine, Irvine, CA** - Certificate UX/UI Design

**Broward College, Davie, FL** - B.A. English

**Santa Monica College, Santa Monica, CA** - A.A. Film Studies

## EXPERIENCE

### Account Manager

MAY 2021 - Present

#### Prime Line Distributors - Los Angeles, CA

- Maintain sales activities through Entree system
- Maintain a schedule with little to no supervision
- Identify potential clients, initiate contact, and cultivate relationships
  - Determine products that fit the customer's menu/stock
  - Offer product samples to introduce products and attract customers
- Meet with customers and provide business reviews, as needed
  - Determine product needs and availability
  - Provide delivery dates for back ordered products
- Coordinate with sales manager to ensure product availability
- Provide written/verbal quotes for products
- Maintain strong written and verbal communication with accounts and coworkers

### UX/UI Designer (Freelance)

JUN 2022 - AUG 2024

#### Digital Democracy Project - Orlando, FL (Remote)

- **Job:** Lead UX/UI Design, UX Research, Prototyping, Web Designer (Webflow)
- Design, prototype, and test data tracking website from early sketches to delivery
- Build customer-facing website using Webflow
- Decreased website bounce rate through specific, decisive verbiage, imagery, and CTAs (Calls to Action)
- Present user testing data to CEO and iterate designs based on data
- Participate in brainstorming, design reviews, and other collaborations

## **UX/UI Designer**

JAN 2022 - NOV 2023

### **Postseason - Los Angeles, CA (Remote)**

- **Job:** Lead UX/UI Design, UX Research, Prototyping, Web Designer
- Crafted Design Solution for B2C SaaS App using Figma
- Redesigned customer-facing website
- Decreased website bounce rate through decisive verbiage, imagery, and CTAs
- Consulted on promotional content to ensure aligned branding
- Planned and scheduled design calendar in Jira
- Presented user testing data to COO & CEO and iterated designs based on data
- Presented designs to the development team and ensured proper implementation of designs through regular stands and weekly meetings

## **Manager**

MAY 2021 - MAY 2023

### **Piccolo - Santa Monica, Venice, South Pasadena**

- Created weekly schedules for FOH staff
- Oversaw & tracked monthly bar inventory
- Updated restaurant website and physical menu to meet owner's vision
  - Set price point of drink menu items
  - Coordinated with chef to eliminate any menu items that did not meet sales goals
- Created educational materials for bar and server staff
- Coached staff on opportunities for improvement and provide positive reinforcement
- Balanced cash and credit card receipts against sales
- Maintained staff time cards to ensure payroll accuracy
- Set up and broke down restaurant according to checklist

## **Server**

DEC 2018 - OCT 2020

### **Felix - Venice, CA**

- Balanced cash and credit card receipts against sales
- Featured items to drive sales
- Anticipated guest needs and provided proactive service

## **Powersports Sales**

APR 2006 - FEB 2009

### **Rick Case Honda Powerhouse - Weston, FL**

- Matched customers with vehicles that fit their needs and budget
- Maintained customer relationships, consistent with company image and goals
- Established and maintained customer relationships in order to grow profitable sales
- Demonstrated and provided ongoing training (as needed) to customers on products
- Reported on all sales and follow-up interactions (calls, in-person) through the CRM