

VALERIA PÉREZ MARTÍNEZ

Madrid, Spain | (+34) 603 596 445 | valeria.perma@student.ie.edu | [linkedin.com/in/valeriaperezm](https://www.linkedin.com/in/valeriaperezm) | www.permaestudio.com
CDMX, México | whatsapp.(+52) 9981686448

PROFESSIONAL SUMMARY

Strategic designer and brand strategist with 7+ years of experience crafting brand systems, naming architectures, and communication frameworks for startups and creative businesses. Skilled in storytelling, trend research, and cross-functional collaboration. Passionate about culture, music, and customer-centric design. Recently completed a dual MBA + Master in Customer Experience & Innovation at IE Business School, exploring the intersection of brand building, creativity, and tech-enabled innovation.

EDUCATION

IE BUSINESS SCHOOL
International MBA

Madrid, Spain

Jan. 2024 – Jul. 2025

Full-time MBA with a focus on strategic thinking, innovation, and cross-functional leadership. Includes coursework in digital transformation, entrepreneurship, and organizational behavior, with an emphasis on teamwork in diverse, global environments.

Masters in Customer Experience and Innovation

Sept. 2024 – Jul. 2025

Specialized program centered on service design, user research, and experience-led business transformation.

Social Representative for the Master in Customer Experience & Innovation (Sept 2024 cohort).

President of the CX Enthusiasts Club, organizing talks and workshops with professionals from design, tech, and entertainment industries.

UNIVERSIDAD IBEROAMERICANA

México City, México

Bachelor of Arts, Graphic Design, Honors

Aug. 2013 – Jun. 2017

Comprehensive program with emphasis on branding, communication design, and creative direction. Graduated with honors after completing advanced projects in editorial systems and visual identity development.

PROFESSIONAL EXPERIENCE

MVS CAPITAL: JALO APP (MEDIA COMMUNICATION STARTUP)

México City, México

Lead Experience Designer

Oct. 2023 – Jan. 2024

- Designed naming systems and UX content structure for loyalty platform features including user tiers and rewards.
- Created branded campaigns for entertainment partners, increasing in-person customer engagement by 33%.
- Aligned product storytelling with marketing and experience goals through cross-functional collaboration.

PERMA STUDIO (BRANDING)

Mexico City - Cancún, México

Experience Design Lead & Studio Founder.

Jun. 2021 – Jan. 2023

- Led strategy and execution of brand frameworks for 20+ small businesses in hospitality and wellness.
- Developed messaging architecture, tone of voice, and positioning strategies based on audience insights.
- Facilitated co-creation workshops to uncover customer needs and align identity with service design.
- Built briefing tools and internal systems that reduced project timelines by ~25%.

AKUMAL TANI (HOSPITALITY)

Tulum, México

Service Designer & Digital Strategist

Oct. 2019 – Jan. 2024

- Redesigned service experience and customer journey for vacation rental business.
- Led digital transformation strategy, increasing online bookings by 80%.
- Managed OTA partnerships, web content, and digital community building.

SACAPUNTAS (DIGITAL MARKETING)

México City, México

Brand & Visual Design

Aug. 2018–Sep. 2019

- Created brand identities and launch content for 15+ new ventures in food and fashion.
- Developed digital materials for multi-platform marketing campaigns.

COCOLAB (IMMERSIVE EXPERIENCES)

México City, México

Strategic & Experience Designer

Aug. 2016 – Aug. 2018

- Led user research and storytelling strategy for 5+ multimedia exhibitions and live events.
- Designed journeys and prototyped interactive experiences for audiences of 10,000+ participants.
- Contributed to design systems and cross-functional alignment for narrative-driven activations.

LANGUAGES

Spanish (native) | English (Fluent)

TECHNICAL SKILLS

Brand Strategy – Naming Systems – Experience Mapping – Service Blueprinting – Creative Briefing & Storytelling – AI Tools (ChatGPT, Dall-E, Midjourney)

OTHER INFORMATION

- Certified in Design Strategies (Parsons School of Design) and Futures Thinking (ELISAVA), with focus on strategic design, trend analysis, AI prototyping, and foresight methods.
- Passionate about creativity, culture, and performing arts; actively explores museums, music, and immersive design experiences.