Andrea Perez

Presentation Designer & Document Production Specialist

I turn complex business content into clear, professional documents and presentations, with a focus on information design, data visualisation and brand consistency



UK-based

07474 463012

andrea@fimetry.com

www.fimetry.com

Selected work

How I approach

live presentations

Slides need to support the speaker while the audience listens. I use visual hierarchy and pacing to help people follow the message as it unfolds



Note: To protect client confidentiality, materials have been anonymised or recreated using non-confidential content where necessary





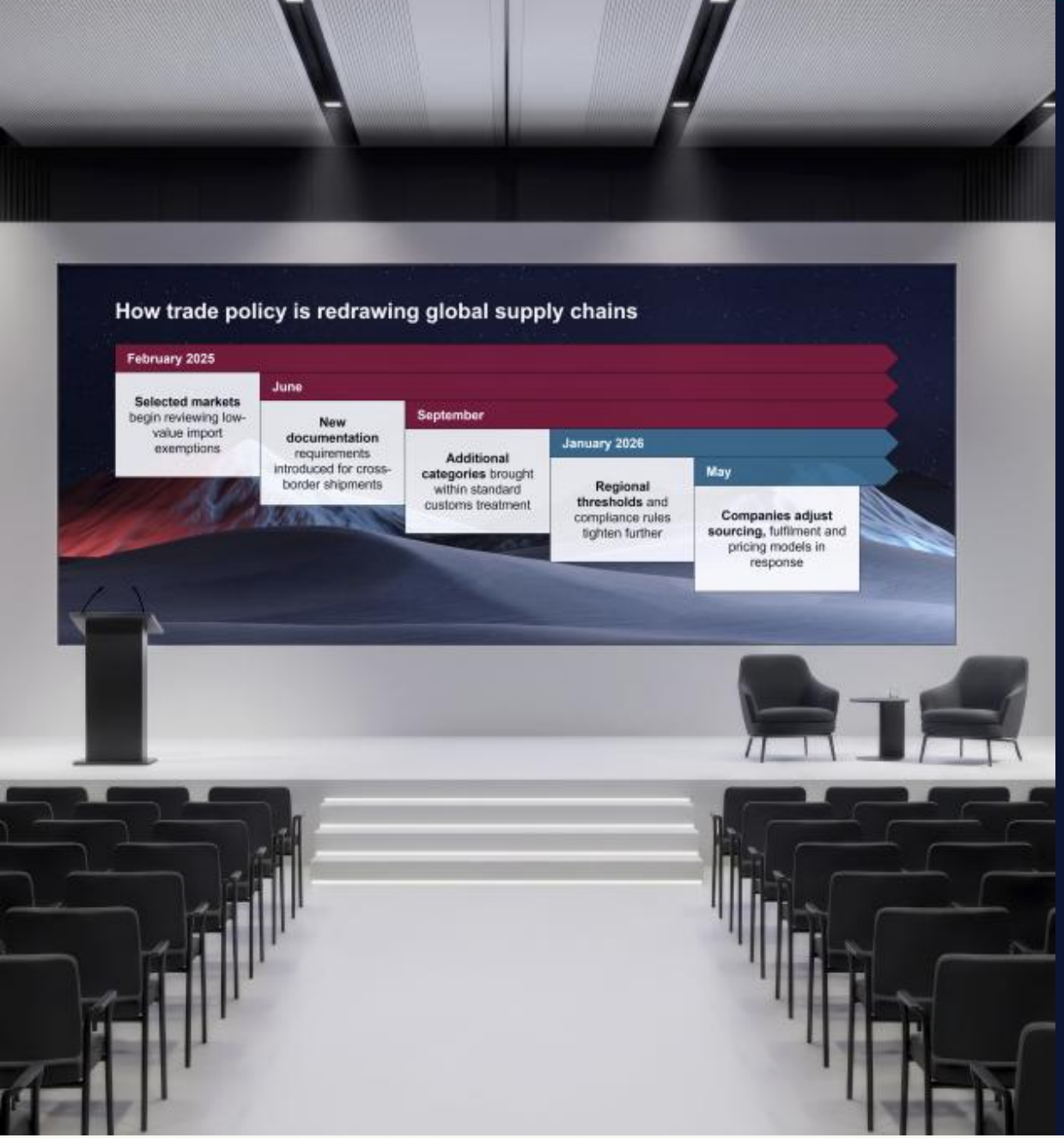
Context

I create presentations for different business settings, from specialist conferences and stakeholder meetings to training sessions and pitches

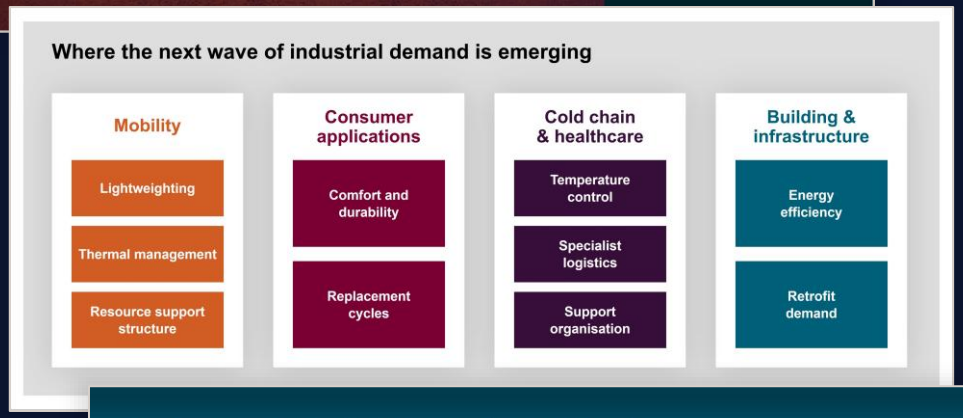
Each requires a different balance of information, visuals and pacing, depending on the audience, the speaker and the purpose of the presentation

Document type: Fundraising pitch for a community project

Software: PowerPoint









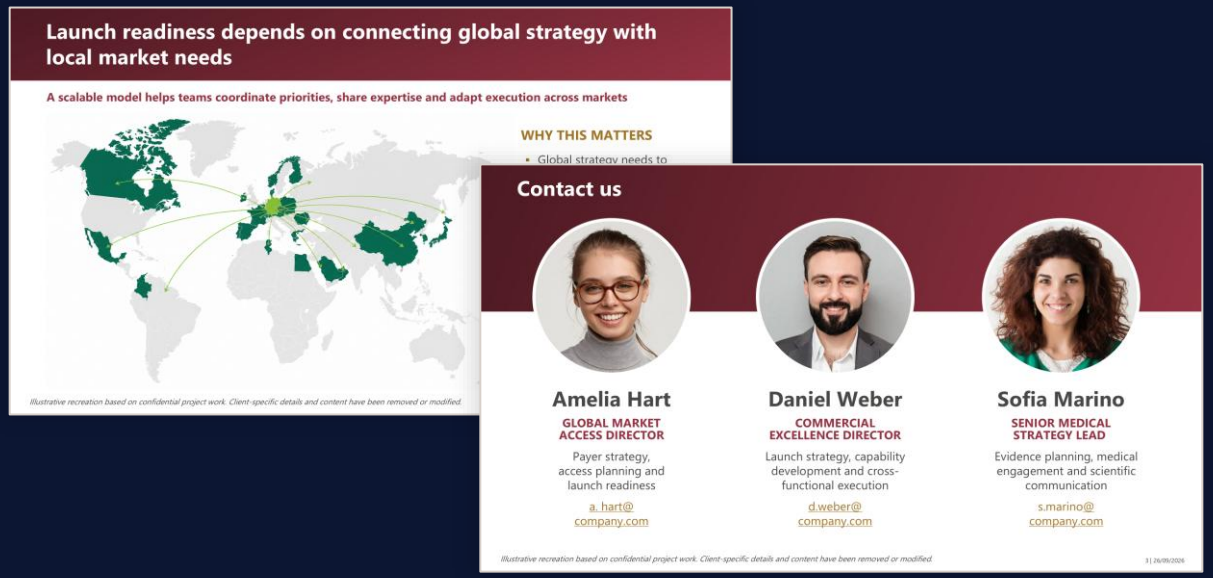
Document type: Conference presentation for the petrochemical industry

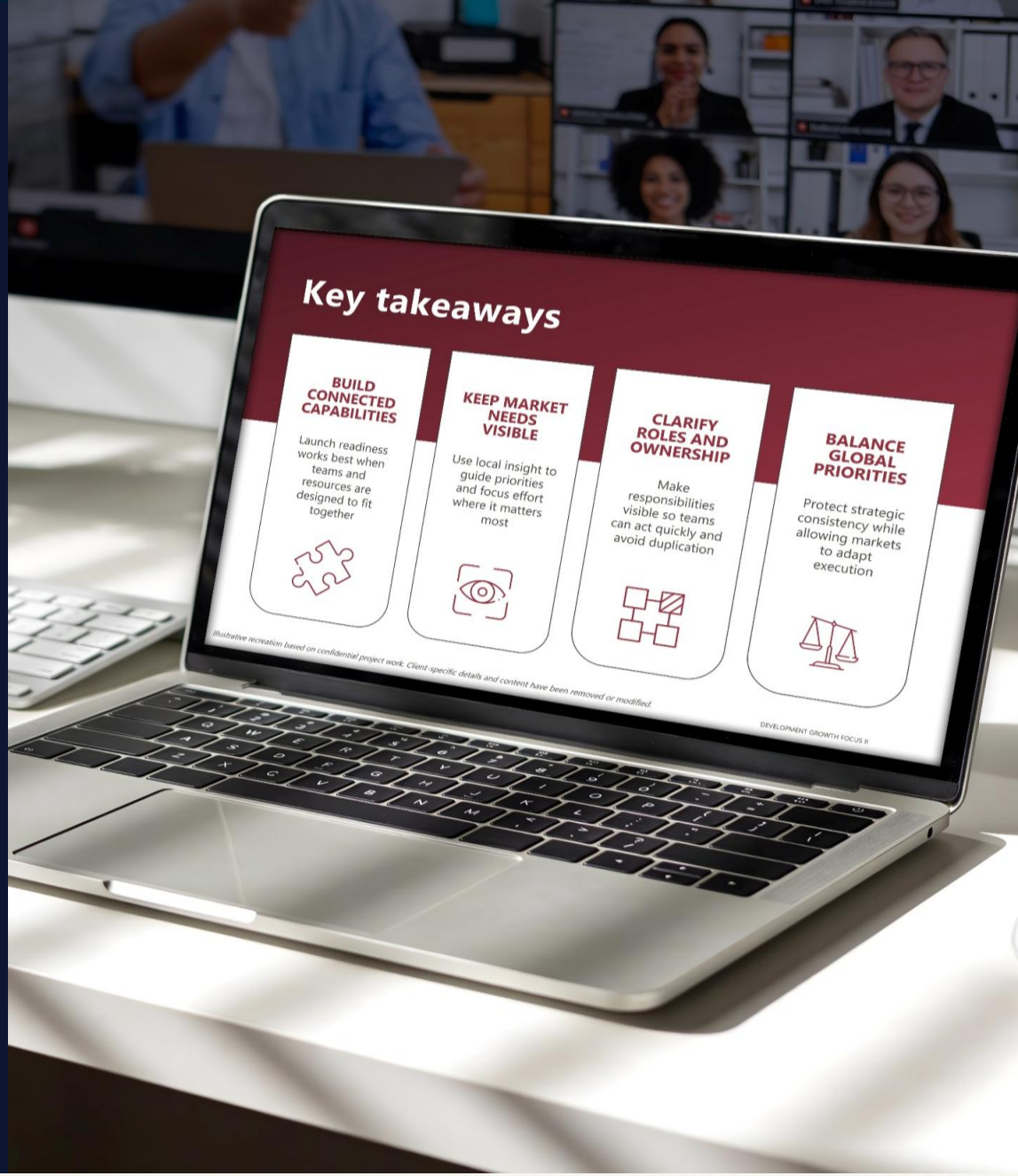
Software: PowerPoint

The brief

I often start with an existing presentation, written content or rough slides

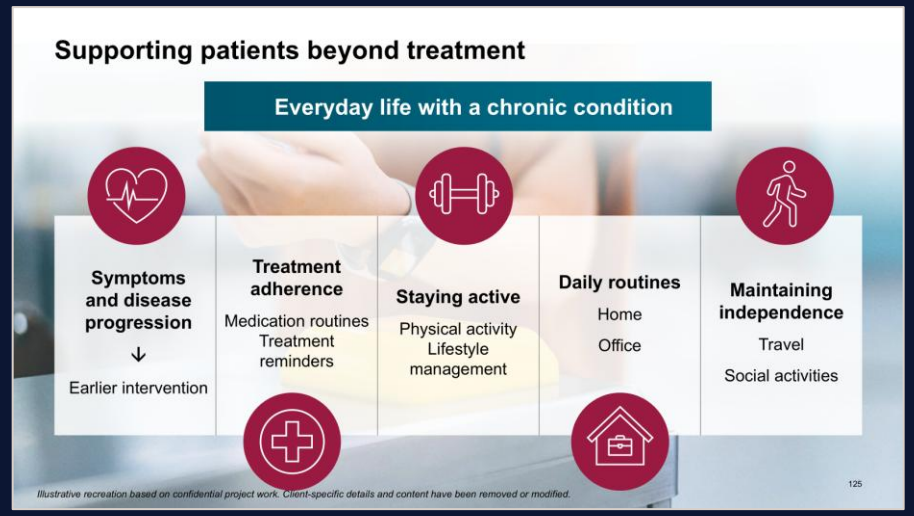
My role is to transform that material into a clear, engaging presentation that supports live delivery, reflects the organisation's brand and communicates the intended message

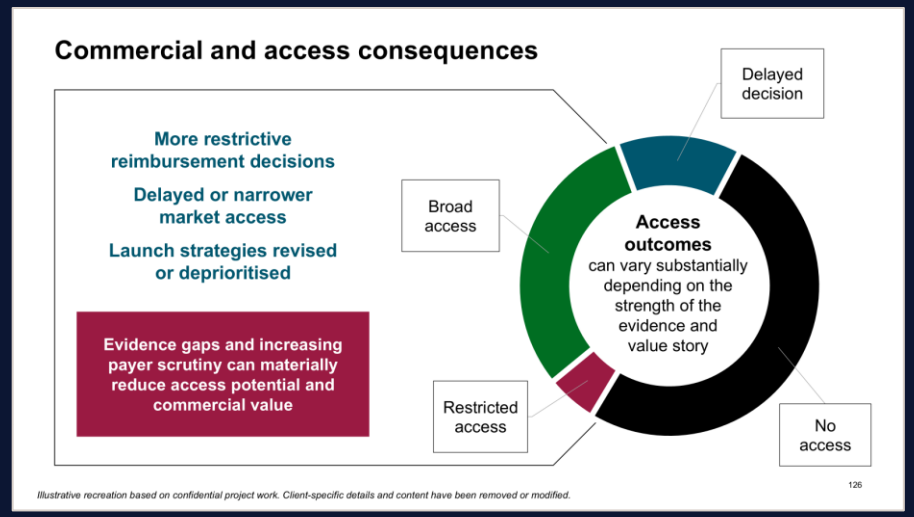




Document type: Public policy webinar presentation

Software: PowerPoint







Document type: Training presentation for a pharmaceutical product

Software: PowerPoint



The challenge

Content prepared for reading rarely works unchanged in a live presentation. Slides may contain too much text, weak hierarchy, small charts or information that competes with the speaker

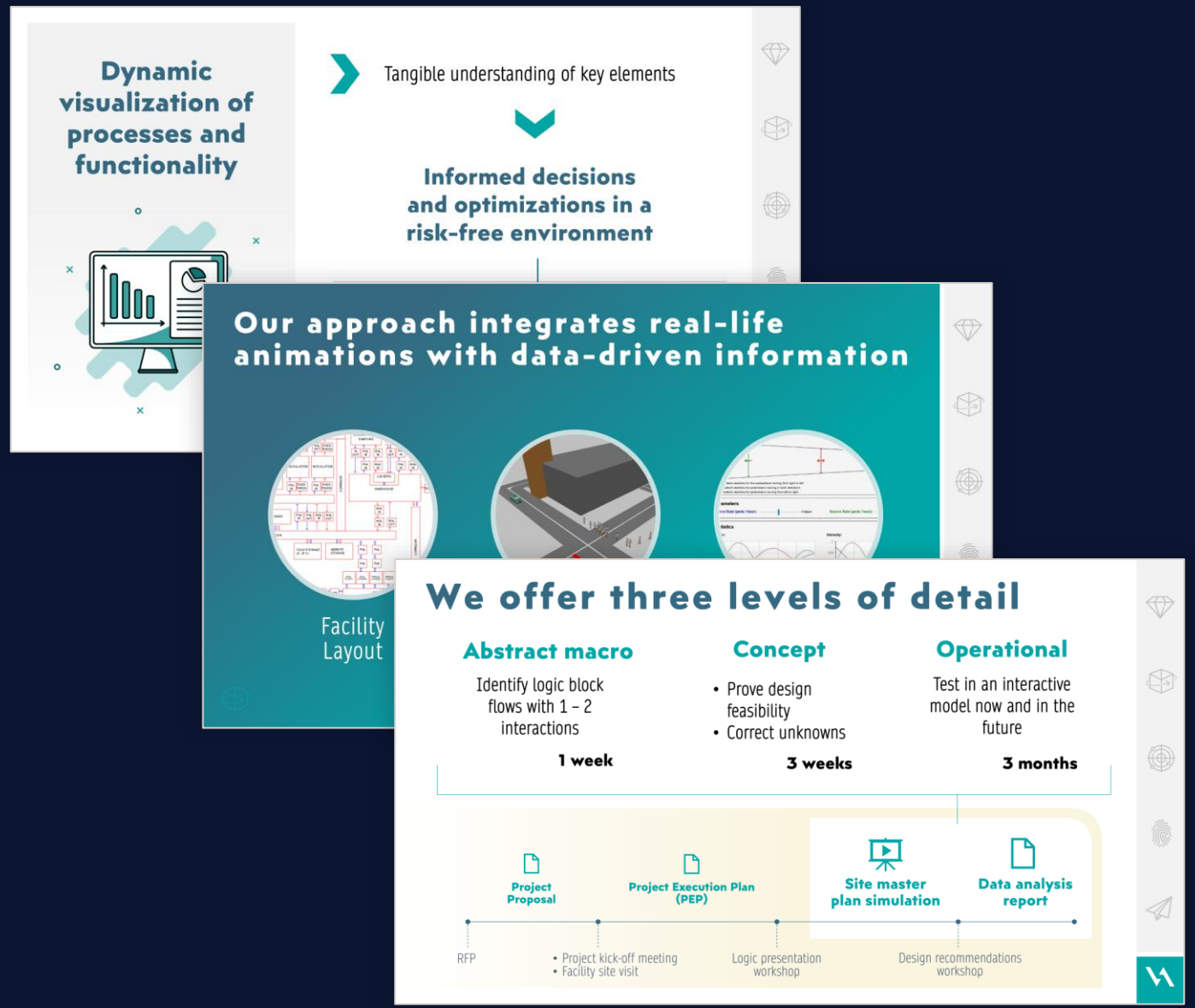
The challenge is to help the audience follow the message without having to read everything on screen





Document type: Investor pitch for an agribusiness venture

Software: PowerPoint





Document type: Sales pitch for an engineering company

Software: PowerPoint

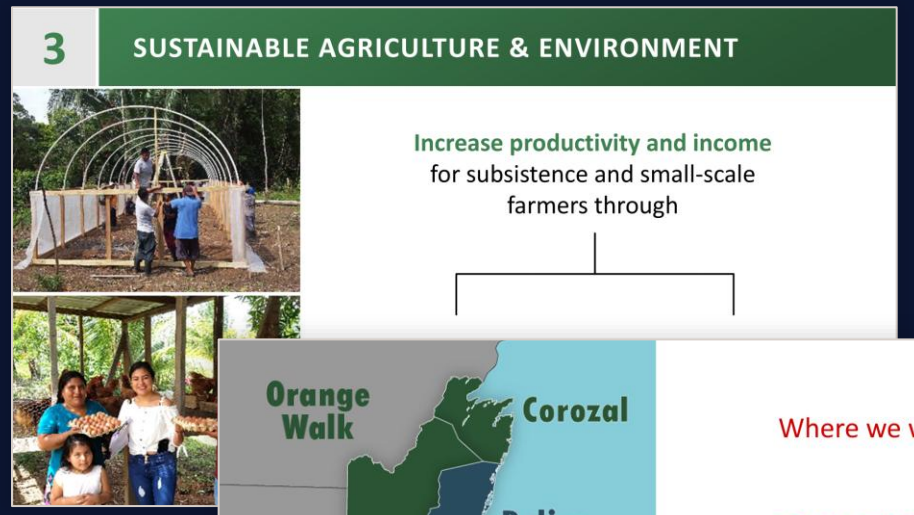
What guides me

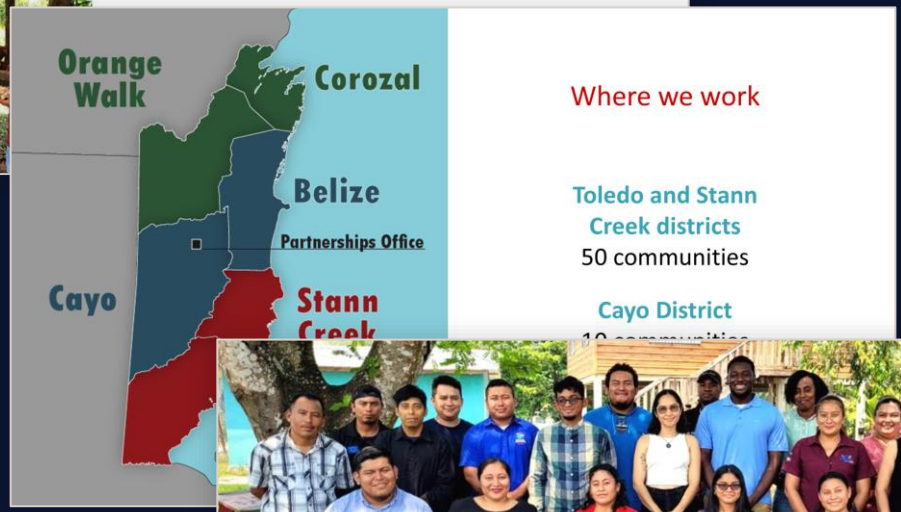
1. Who is the audience, and what should they take away?
2. What belongs on the slide, and what belongs with the speaker?
3. How can visuals, sequencing or movement help the audience follow?

How I contribute

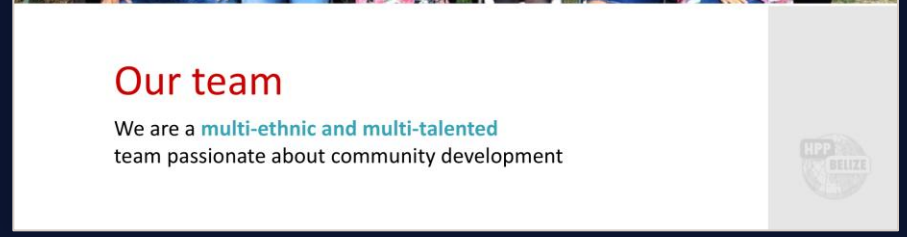
- I simplify and sequence information for live delivery, strengthen visual hierarchy and convert dense content into clearer charts, diagrams and visual structures
- I consider readability, audience attention and the relationship between the slides and the speaker
- Where appropriate, I use animation, progressive reveals or motion graphics to help communicate information effectively











Document type: Stakeholder presentation for an NGO

Software: PowerPoint

What I deliver

Editable, brand-consistent presentations designed to support the speaker and make information easier for audiences to follow

The visual approach adapts to the brief, from restrained, information-led slides to more expressive presentations





Document type: Company overview presentation for a food company

Software: PowerPoint

How I approach

business documents

Reports, proposals, guides and publications must make sense without someone there to explain them. I focus on structure and navigation so readers can find what matters, on screen or in print

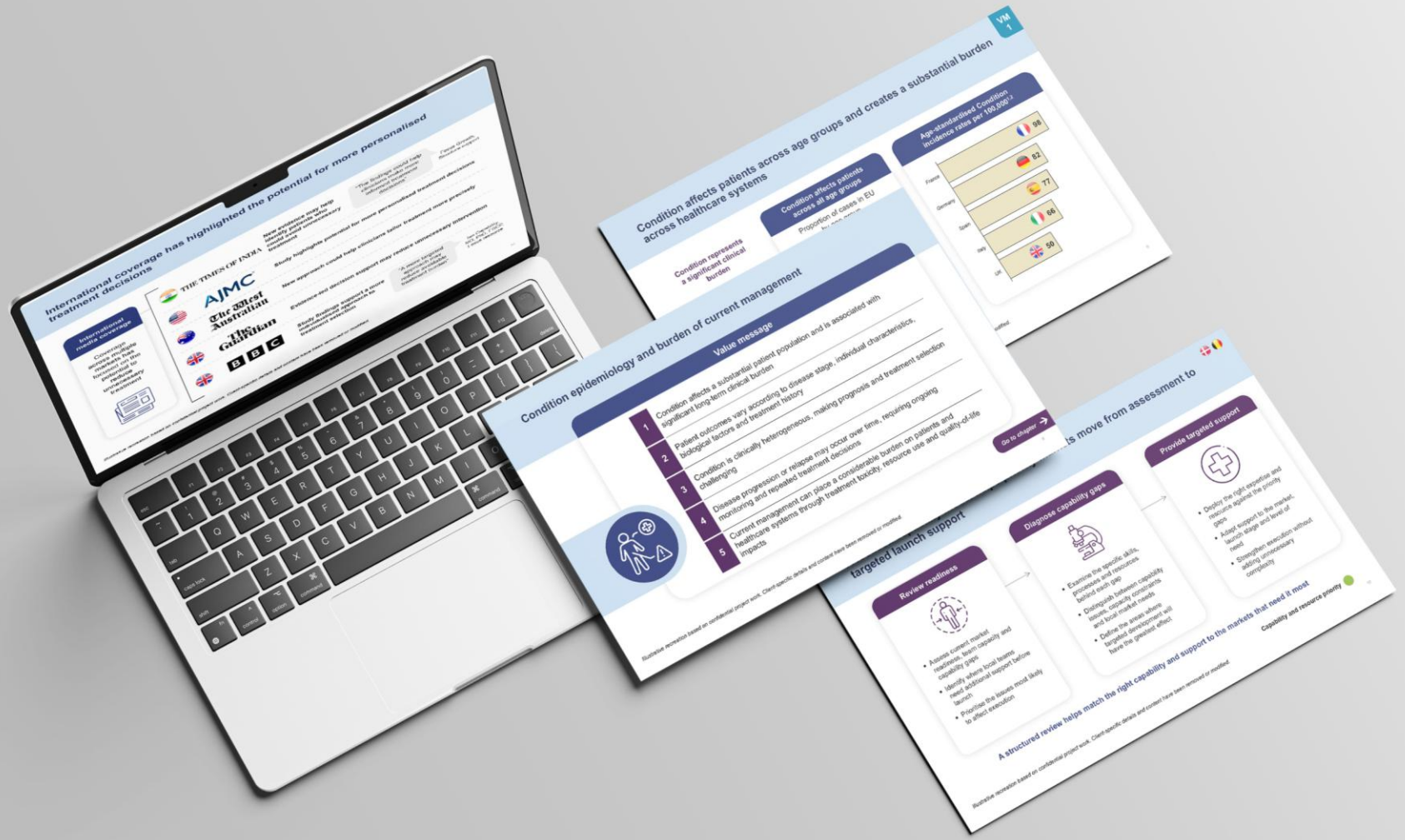


Note: To protect client confidentiality, materials have been anonymised or recreated using non-confidential content where necessary

Context

I produce business documents for organisations across corporate, consulting, pharmaceutical, financial, education and non-profit sectors

These projects often involve specialist information, multiple stakeholders and material that must remain accurate while becoming easier to navigate and understand



Document type: Value proposition for a pharmaceutical product

Software: PowerPoint



There is an opportunity to

BECOME A MORE VALUABLE PARTNER TO HCPs BEYOND PRODUCT INFORMATION

HCP behaviours & content preferences

ONCOLOGISTS

36% visit unbranded pharmaceutical websites at least twice a week when looking for answers to specific clinical questions

Their information needs extend beyond individual products to questions arising in patient care

PHYSICIANS

5% consult pharmaceutical websites daily for clinical information

73% are interested in patient-focused resources from pharmaceutical companies

82% are interested in value-added content beyond core product information

HCPs are already signalling demand for credible, useful support beyond traditional product communications

Illustrative recreation based on confidential project work. Client-specific details and content have been removed or modified.

At the same time,

DIGITAL BEHAVIOUR IS RAISING THE BAR FOR HEALTHCARE CONTENT

HOW AUDIENCES CONSUME INFORMATION

10x an hour people may check their smartphones repeatedly throughout the day

27 times online every day consumers move online frequently to search, browse and access information

5-10 seconds is often all a digital experience has to earn continued attention

4 min is approaching the upper limit for video content many audiences will engage with

The opportunity is to make complex science easier to enter, faster to understand and worth staying for

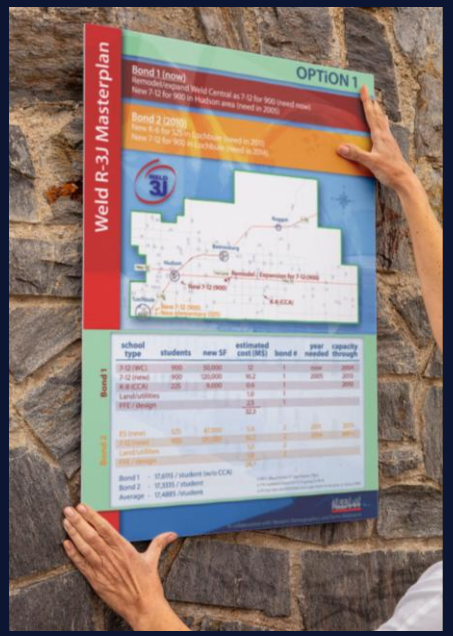
Illustrative recreation based on confidential project work. Client-specific details and content have been removed or modified.

Document type: Project proposal for a medical communications agency

Software: PowerPoint

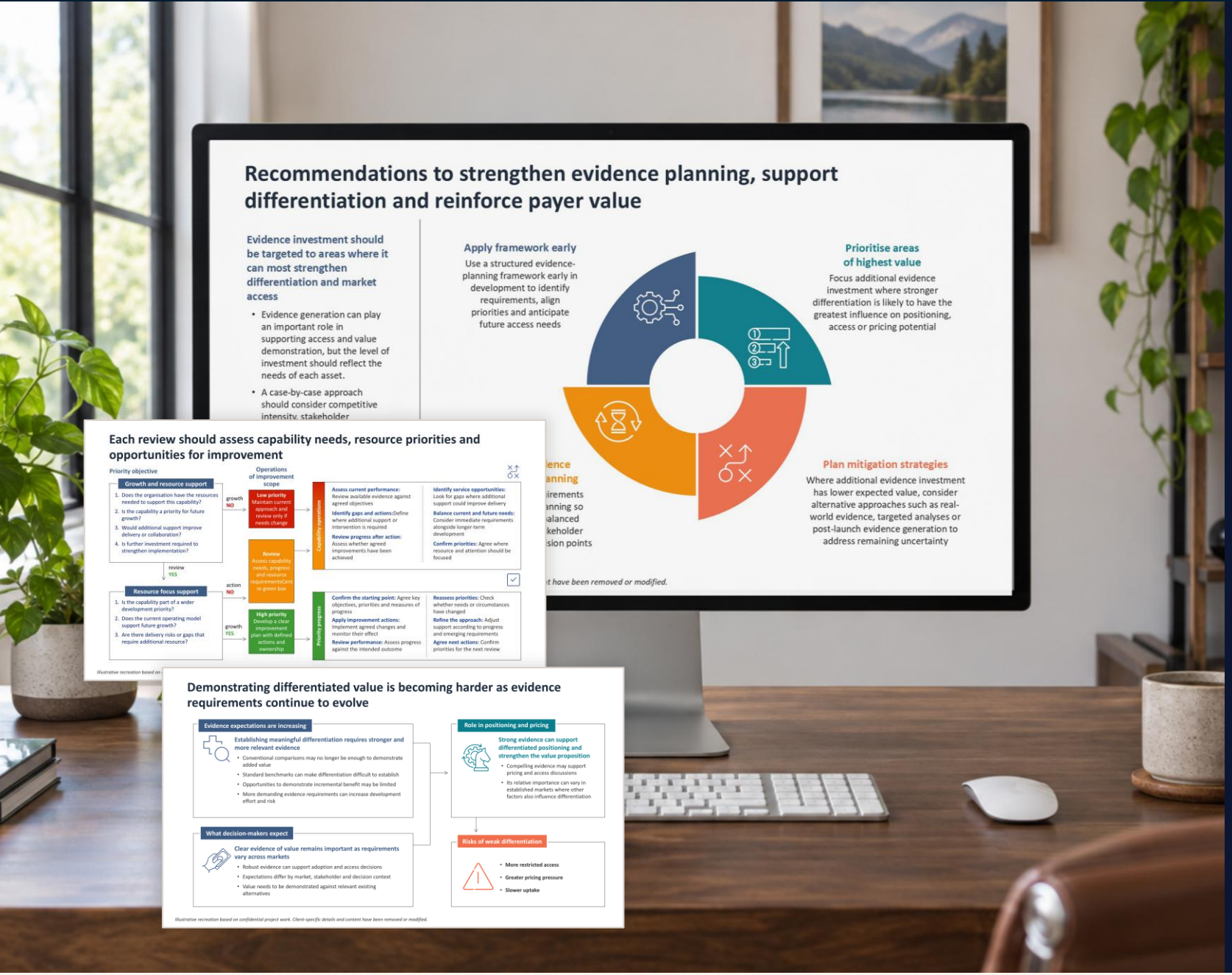






Document type: Research and project information posters

Software: PowerPoint and Illustrator



The brief

The starting point is usually existing content developed by subject specialists

My role is to organise and present that information so the finished document is clear, professionally produced and consistent with the organisation's brand, while preserving its meaning

Document type: Evidence-planning document for a pharmaceutical product

Software: PowerPoint



FUNDING PARTNERS

PROJECTS IMPLEMENTED

COMMUNITY HUBS

SOCIAL MEDIA



Document type: Progress report for an NGO

Software: Microsoft Word

The challenge

Business documents often contain detailed content prepared by specialists rather than designers. Information can be dense, difficult to navigate or inconsistently presented

The challenge is to improve clarity and usability while preserving technical accuracy and respecting the brand

What guides me

1. Who will read it, and what do they need to understand or do?
2. What information needs emphasis, simplification or visualisation?
3. How will the document be used, on screen or in print?

How I contribute

- I structure information, establish visual hierarchy and refine typography and layouts. Where useful, I turn dense material into tables, diagrams, charts or other visual structures
- I suggest opportunities to simplify or reorganise content while subject specialists retain responsibility for its technical accuracy
- I work with clients and stakeholders through revisions, approvals and final production, applying brand guidelines consistently



RVA News

Richmond Vale Academy

Saint Vincent - November 2009 - Issue #1

Celebrating 3 years

With this newspaper, we would like to celebrate with you three wonderful years of hard work, learning opportunities and future ventures. Our community consists of a unique volunteer training *Academy*, a newly opened *Nature and Hiking Center*, an active *Farm* and a group of passionate people who develop several projects towards sustainability and cooperation. We are proud and grateful to create these projects in the unique beauty of North Leeward in St. Vincent and the Grenadines. Through these pages, we invite you to get to know us better and to open channels of communication.

Our areas of focus

Vincentian and international participants

Since our opening day, more than a hundred participants from across the world have participated in courses at *Richmond Vale Academy*. Learn more about our programs in Ecuador and Africa as Tomika Cesar from Richland Park and Shavorne Clarke from Kingstown share their impressive contributions to fight poverty in Mozambique and Malawi.

Thinking global but acting local

Farming is the future – it creates jobs and covers vital necessities! At *Richmond Vale Farm*, we currently employ more than 15 Vincentians. Together, we sell and produce bananas, lime, wax apples, pitaya and passion fruit. Our fruits are processed into juices and sold locally. Additionally, with our Africa and Ecuador program participants, we are developing steady organic vegetable production to secure internal food consumption and self-sufficiency.

Sustainability and ecotourism

We are constantly creating projects that help preserve the environment and support our humanitarian projects. We have started the *Richmond Vale Nature and Hiking Center*, an income-generating project that offers a bouquet of tours in the exceptional and outstanding nature of St. Vincent. Through the next years we aim to function mostly on renewable energies that adapt to the global economic and environmental changes and realities.

Horse Training Programs

Vincentians in Africa

Camp Future

Human

Our Many Teams

Pioneer teams –

1st Africa Team - February 2007

1st Ecuador Team - July 2009

4rd Africa Team - September 2008

And many more teams will follow!

Garfield Ballantyne

Remembering a HERO



RVA News - November 2009 - Page 8

Worldwide Costal Cleanup

Do you worry about the garbage on the beach?

Working with the comm

Community Work

Since the reopening in 2007, Richmond Vale Academy has been involved in several community work activities. We participate annually in the World Coastal Clean Up Day and the World AIDS Day. We coach children, teenagers, and adults, and we regularly arrange various activities for the community.

"Trash doesn't fall from the sky; it falls from our hands, and what falls from human hands can be prevented."

Document type: Newspaper for a training centre

Software: Adobe InDesign





What I deliver

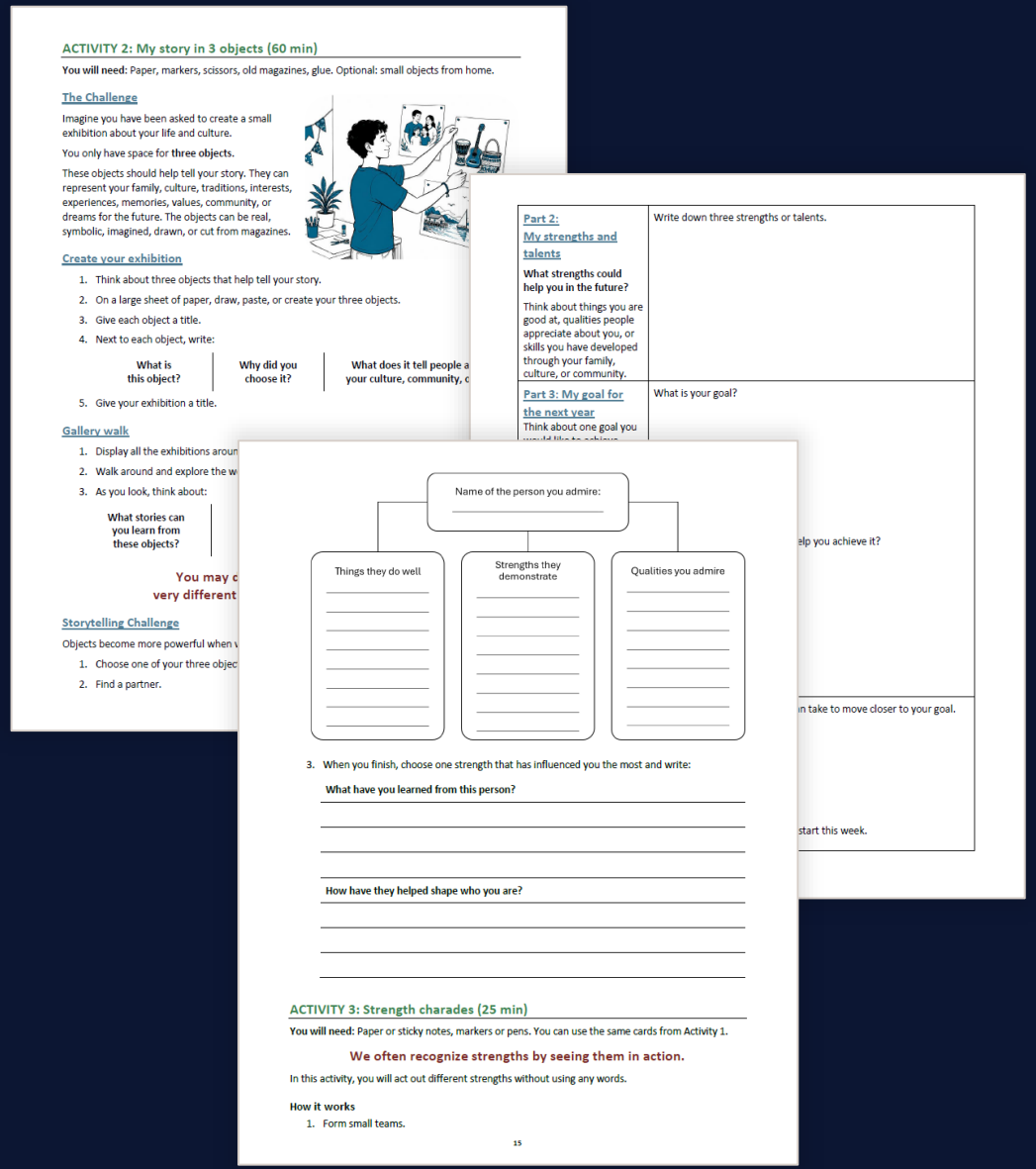
Professionally produced documents that organise complex information, support independent reading and maintain a consistent brand experience

Depending on the brief, I work in PowerPoint, Word or Adobe InDesign, producing material suited to its content, audience and intended use

Document type: Messaging research summary for a pharmaceutical product

Software: PowerPoint





ACTIVITY 2: My story in 3 objects (60 min)

You will need: Paper, markers, scissors, old magazines, glue. Optional: small objects from home.

The Challenge

Imagine you have been asked to create a small exhibition about your life and culture.

You only have space for **three objects.**

These objects should help tell your story. They can represent your family, culture, traditions, interests, experiences, memories, values, community, or dreams for the future. The objects can be real, symbolic, imagined, drawn, or cut from magazines.

Create your exhibition

1. Think about three objects that help tell your story.
2. On a large sheet of paper, draw, paste, or create your three objects.
3. Give each object a title.
4. Next to each object, write:

What is this object?	Why did you choose it?	What does it tell people a… your culture, community, …

5. Give your exhibition a title.

Gallery walk

1. Display all the exhibitions arou…
2. Walk around and explore the w…
3. As you look, think about:

What stories can you learn from these objects?

You may c… very different …

Storytelling Challenge

Objects become more powerful when …

1. Choose one of your three objec…
2. Find a partner.

Part 2: My strengths and talents **What strengths could help you in the future?** Think about things you are good at, qualities people appreciate about you, or skills you have developed through your family, culture, or community.	Write down three strengths or talents.
Part 3: My goal for the next year Think about one goal you …	What is your goal?

…lp you achieve it?

…n take to move closer to your goal.

…start this week.

Name of the person you admire: _____

Things they do well	Strengths they demonstrate	Qualities you admire

3. When you finish, choose one strength that has influenced you the most and write:

What have you learned from this person?

How have they helped shape who you are?

ACTIVITY 3: Strength charades (25 min)

You will need: Paper or sticky notes, markers or pens. You can use the same cards from Activity 1.

We often recognize strengths by seeing them in action.

In this activity, you will act out different strengths without using any words.

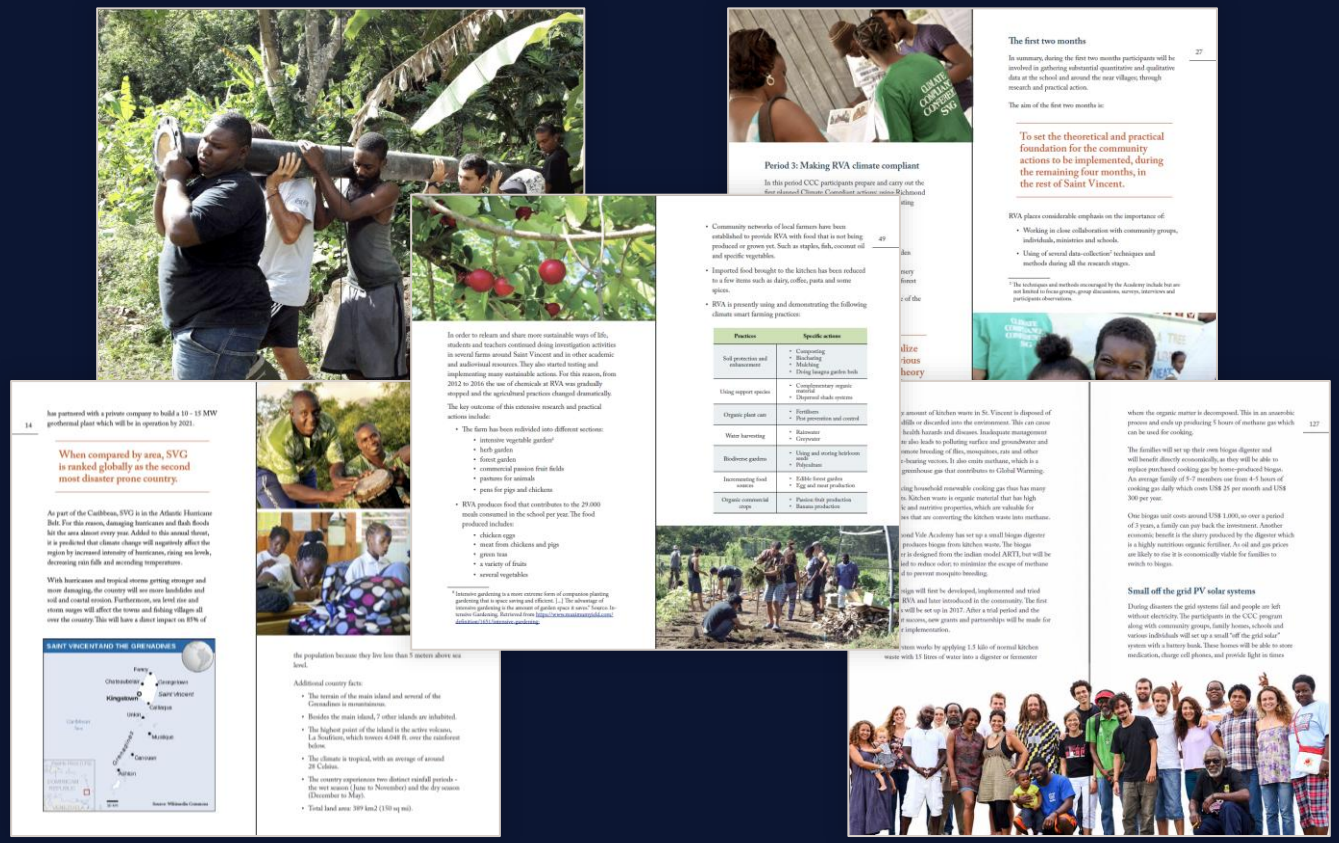
How it works

1. Form small teams.

15

Document type: Training guide for a youth community project

Software: Microsoft Word



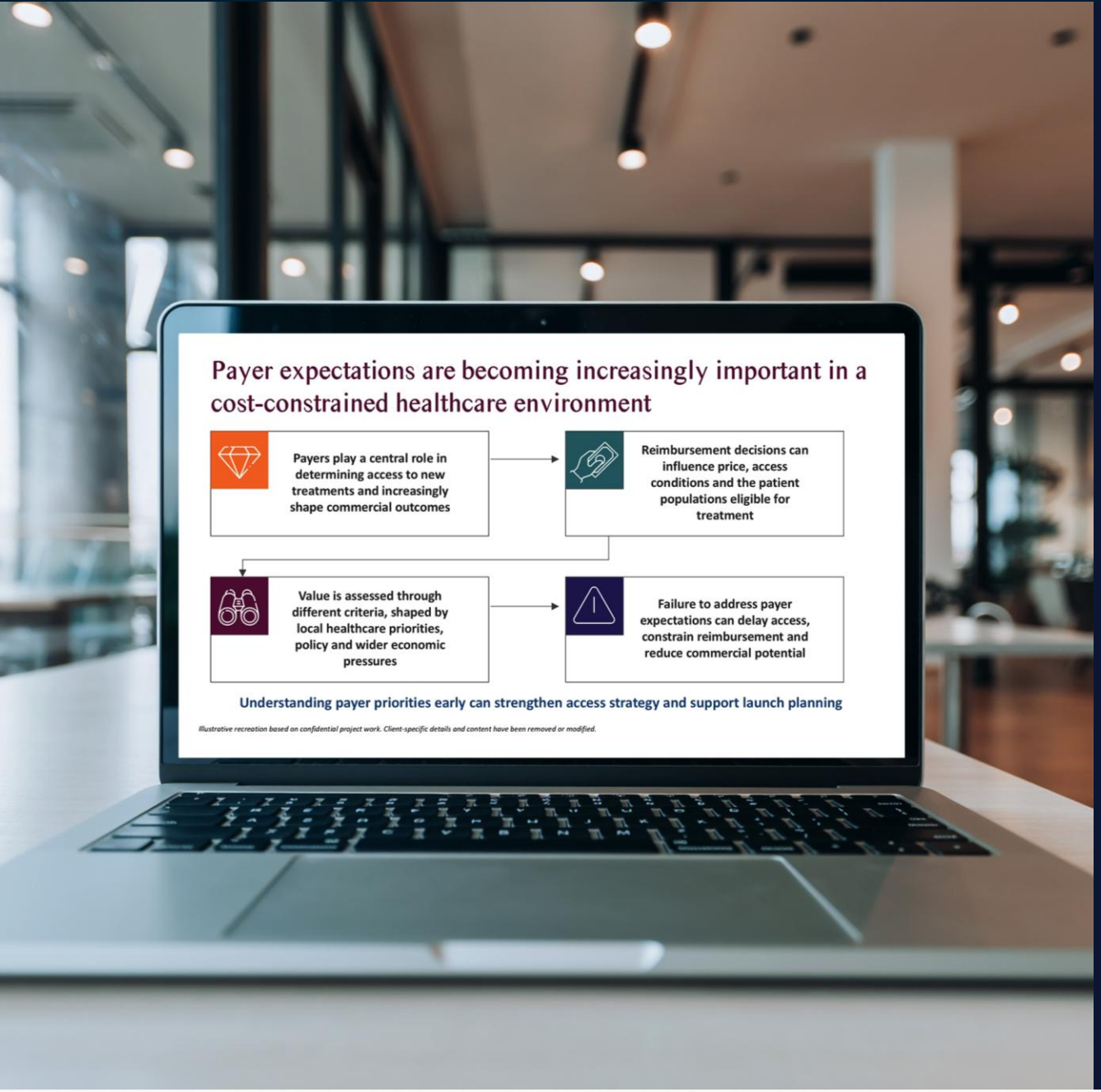
The value of the work

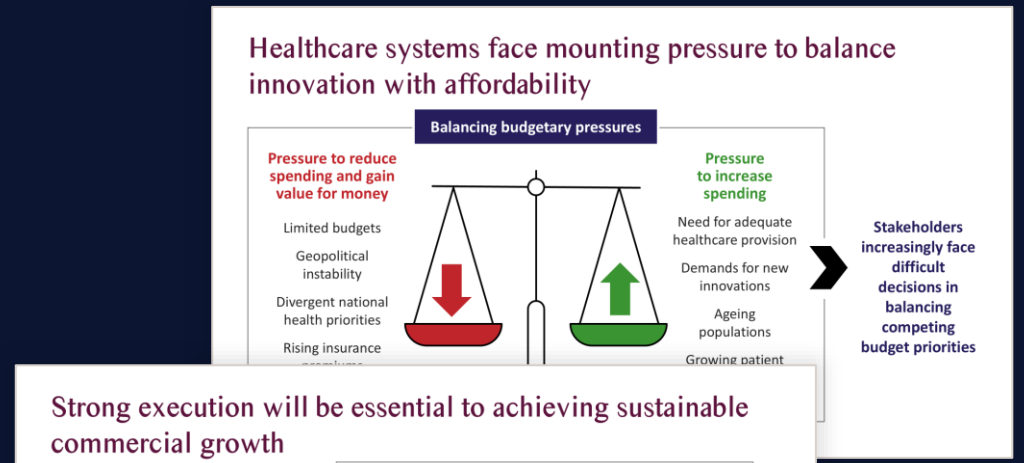
The result is a polished, well-structured document that reflects the organisation's brand while helping readers find information, understand complex ideas and identify key messages



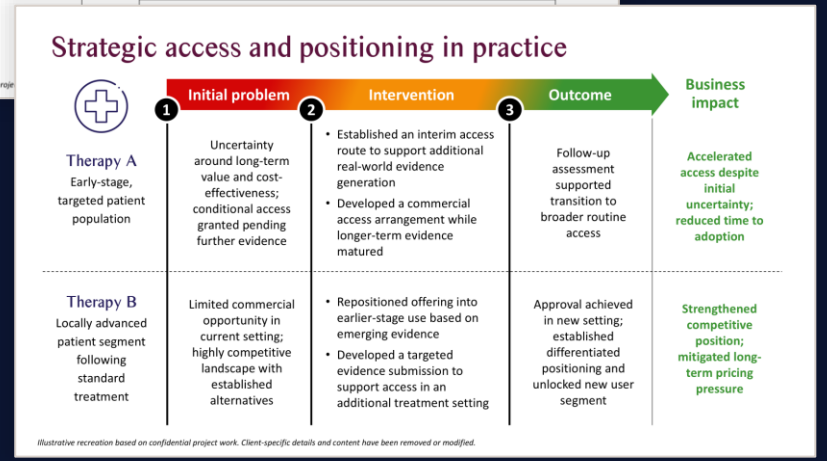
Document type: Publication for a training programme

Software: Adobe InDesign









Document type: Market access strategy for a pharmaceutical product

Software: PowerPoint

A closer look

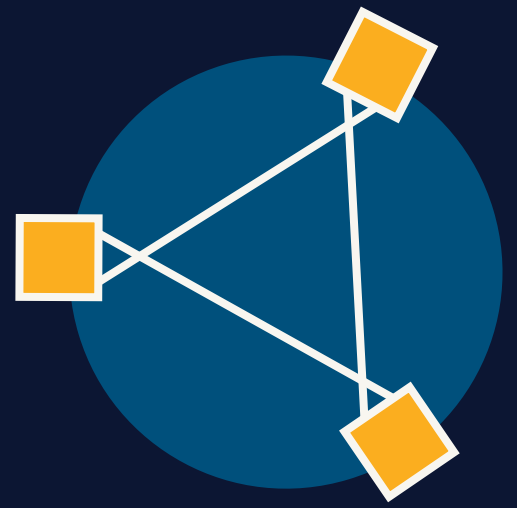
behind the work

The skills I bring, organisations I've worked with and how to get in touch



I support agencies, organisations and specialists with business communications and creative production

My work combines design skills with an understanding of how information is developed, reviewed and delivered



Presentation and document design

Shaping complex content for live delivery or independent reading

Information design and visual hierarchy

Making detailed information easier to scan, navigate and understand

Data visualisation and chart formatting

Making comparisons, patterns and key messages easier to see

Brand consistency and reusable resources

Applying brand rules accurately and creating practical assets and processes

Remap

HPP BELIZE HUMANA PEOPLE TO PEOPLE BELIZE

NEENAN ARCHISTRUCTION®

Diners Club INTERNATIONAL®

PRONACA

Fundación Charles Darwin Foundation

RICHMOND VALE ACADEMY

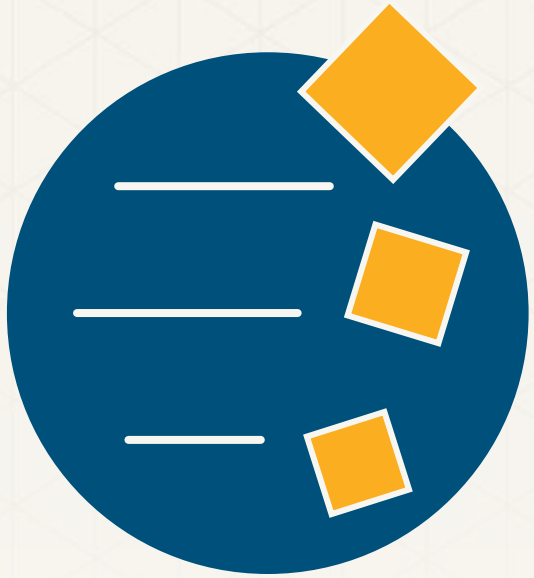
Toucan Blades

Some of the organisations I've worked with

Through employers and clients, **I've also contributed to projects involving major multinational companies and established businesses** across a range of sectors, including pharmaceuticals, banking, financial services and petrochemicals

My career journey has shaped how I:

- **Understand communication challenges**
- **Collaborate with teams and stakeholders**
- **Make design decisions with a broader perspective**



See online portfolio

Read CV

A fuller picture of my professional background and career journey



Andrea Perez

Presentation Designer
& Document Production
Specialist

07474 463012

andrea@fimetry.com

www.fimetry.com

LinkedIn: AndreaPerezUK

Let's work together

I support organisations, consultants and agencies with presentation design and document production, adapting to different brands, audiences and workflows

Software & tools	Microsoft Office · Adobe Creative Suite · Google Workspace · AI tools (selective use)
Availability	Open to full-time and part-time roles, as well as freelance projects, with flexible working arrangements. Daytime, evening and weekend hours can be discussed I may be available to start at short notice, depending on existing commitments

© FiMetry LTD, 2026. All rights reserved