PETER GIUFFRIA

Graphic Design – Art Direction

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ABOUT

I am a passionate problem solver with a huge arsenal of creative weaponry. I work to find unique creative solutions that add true value and execute them at a high level.

I am confident in being self-directed as well as working with a team.

EXPERIENCE

Zehnder Communications [2012 - Current | www.z-comm.com]

ART DIRECTOR

Do Great Work. Make A Difference. Earn a Fair Profit. Have Fun.

Zehnder Communications is an advertising agency that integrates print, digital and social divisions to create innovative solutions that elevate their clients above the rest.

X Design [2011 - 2012 | www.thinkx.net]

GRAPHIC DESIGNER

X DESIGN is one of the most exceptionally creative design, marketing, and advertising firms, not only in the Baton Rouge, Louisiana region, but also in the Gulf Coast.

TILT Design [2010 - 2011| www.tiltthis.com]

GRAPHIC DESIGNER

TILT is a Baton Rouge-based design and branding firm that brings a heady mix of experience, imagination and craft together to create standout brands.

LSU Graphic Design Student Office [2007 - 2011]

ART DIRECTOR

GDSO is a fully functional graphic design agency operated by students.

EDUCATION

Louisiana State University [2006 - 2011]

BFA with a concentration in Graphic Design.

Minor in Advertising, Visual Communication.

PROFICIENCIES

ADOBE Creative Suite

- Illustrator
- Photoshop
- Indesign
- After Effects
- Bridge
- Acrobat
- Media Encoder

OTHER

- Microsoft Office
- Team Player
- Client Communication
- WordPress

SPECIALTIES

- Branding
- Typography
- Logo Design
- Photo Manipulation
- Print Adv.
- Digital Adv.
- Packaging
- Illustration
- Web layout
- Brand Implementation
- Outdoor
- Apparel Design
- Art Direction
- Photo Editing

RECOGNITION

AIGA Awards

BEST OF SHOW GOLDS

2015 Humbugs Christmas Campaign

2016 Gulf Seafood Case Study

2017 Bollinger Shipyard Poster Series

GOLD ADDYs

X games NOLA campaign

HILTON F&B Campaign

Fireball Anti-Valentine's Day

GoBR Campaign

School of Art Rebranding

HYATT NOLA Poster Series

Party at the Pines Campaign