



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 excel at logo design, branding, campaigns, animation, illustration and everything in-between. I graduated from Louisiana State University with degrees in Graphic Design and Visual Communication. I believe in adding value by solving problems – researching and finding the best approach to tackle a problem before crafting the solution. I am capable of self-direction while also feeling completely confident working with a team.

EXPERIENCE

LSU Graphic Design Student Office [2007 - 2011]

ART DIRECTOR

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

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.

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.

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.

RECOGNITION

2010 - 2015 AIGA Awards

GOLD ADDYs

Humbugs (Special Judges) HYATT F&B Poster Series

GoBR Campaign A+D Annual Report

ADDY Awards Branding School of Art Branding

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

SILVER ADDYs

Community Trust Bank Campaign

Superior Honda Poster Series

Visit South Walton Airport Takeover