



PETER GIUFFRIA

ART DIRECTION | DESIGN

For almost 15 years i've worked to find valuable unique solutions and then execute those ideas at a high level. I am confident in being self-directed as well as working with a team.



peter@pgcreates.com | pgcreates.com



EXPERIENCE (10+ YEARS)

PGCreates [2019 - Current | pgcreates.com]

ART DIRECTION | DESIGN

PGCREATES is the homebase for the art direction and design work of Peter Giuffria that combines imagination, originality and a solid knowledge of design functionality.

Tulane SoPA [2019 - Current | digitaldesign.tulane.edu/pgiuffria-bio]

LECTURER

Tulane School of Professional Advancement Digital Design program has career tracks and work-ready degree programs to help you take your next step.

Zehnder Communications [2012 - 2019 | 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 | 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 | 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.

RECOGNITION

AIGA Awards

BEST OF SHOW GOLDS

Humbugs Christmas Campaign

Gulf Seafood Case Study

Bollinger Shipyard Poster Series

LA Pepper Exchange Commercial

Telly Awards

GOLD TELLYS

SC Evo Craft 2D-Animation

SC Evo General Sales

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

LOGOLOUNGE BOOK

EnFuego Audio Services





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 Assets

- Team Player
- Client Communication
- WordPress
- Presentation

INTERESTS

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

THANK YOU
I APPRECIATE YOUR TIME

