



PG GRAFX
PETE GASCOYNE
GRAPHIC DESIGN

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PROFILE

Designer and production artist creating and producing packaging, manuals, ads and various other printed material and web sites. Created numerous logo and graphics projects conveying a range of looks, concepts, and themes. Detail-oriented with a keen eye for spotting mistakes missed by other proofreaders. BFA, Graphic Design

Proficient in color concept, direction, product graphics, corporate collateral and identity programs, promotional packaging and slide presentations. Familiar with Internet and basic principles of HTML. Experience creating web assets and banners, POP display graphics, manuals, packaging inserts and trade show booth graphics. Competent with prioritizing and handling multiple projects and working directly with clients and senior staff to bring projects in on time and within budget.

Applications include:

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Dreamweaver
- Adobe Acrobat

Knowledgeable about:

- HTML
- Adobe Flash
- Adobe Fireworks
- QuarkXPress
- Microsoft Office

EXPERIENCE

Freelance Graphic/Web Designer Belmont, CA 2001–present

Freelance designer and production artist creating and producing logos, web sites, ads, and other printed material. Designed three startup sites: Open Showroom, Exiprocity, and Kemarra. Updated look of FocusFrame site. Redesigned and maintain the Groovy Judy web site. Created numerous logo and graphics projects conveying a range of looks, concepts, and themes. Currently working on projects for a variety of companies. Work with sub-contractors and vendors to provide more complete service to clients.

Production Artist & Graphic Designer Legacy Partners, Foster City, CA May–Sept. 2008

Commercial and residential real estate company specializing in updating and renovating acquired properties. Worked with marketing director in three-person team to update and create online, interactive leasing brochures, printed signs, flyers, maps and collateral. Streamlined production process for brochures and digital file organization for marketing department. Downloaded, optimized, converted and archived photos. Optimized images for the Web. Worked in Windows environment using QuarkXPress, InDesign, Photoshop, Word, PowerPoint, Acrobat and Illustrator. Communicated directly with property managers and digital printing house to deliver required designs and updates in a timely fashion.

Production Artist **Monster Cable Products, Inc., Brisbane, CA 2004–2007**

Company specializing in cable, power and high-end consumer electronics accessories. Worked with marketing team on domestic and multi-lingual packaging, manuals, posters, banners and ads. Focused on packaging for Apple product accessories for computer and iPod products. Worked with product engineers on packaging specs and production coordinators on scheduling. Created folding comps for fitting in plastic bubbles. Assisted with quality control. Co-developed training manual for new artists. Assisted in file organization and archiving. Worked with Internet Marketing Group to provide web assets for company web site.

Senior Graphic/Web Designer **2Bridge, San Francisco, CA 2001**

Software company specializing in portal and site-creation software. Created themes for prototype software portal product, developed look and feel for section of company web site, beautified graphics for client presentations. Created Flash demo for software product.

Creative Producer **OneMediaPlace (formerly Aداuction.com), San Francisco, CA 1999–2000**

OneMediaPlace: February 2000, worked with corporate team and outsourcer to produce conservative site consistent with company's new strategic direction.

Aداuction.com: Largely responsible for re-design of site, adding clarity and user-friendliness. Created and updated printed matter including brochures, ads and promotional materials for Marketing department.

Senior Designer **Think Twice, Inc., San Francisco, CA 1997–1999**

Design firm specializing in corporate and litigation graphics. Responsible for development and production of courtroom presentation boards, corporate logos, stationery, packaging, and web graphics. Supervised freelance designers working on production of creative graphic projects. Worked directly with Principal and clients toward meeting client needs, presenting multiple sketches and revisions, and tracking time spent on projects.

Associate Designer **Franklin Templeton Group, Foster City, CA 1997**

Worked with Senior Designers and Supervisors to produce pamphlets, fund updates, signage, inserts, pro bono work and sales wrappers.

other duties: color specification, mechanicals, press checks, archiving, and telephone consultation with clients.

EDUCATION

University of the Arts – Philadelphia, PA
BFA, Graphic Design