

# PETER SHRAGG

San Francisco, CA | (415) 710-0503 | Email: Connect@PeterShraggDesign.com | Portfolio: www.PeterShraggDesign.com

## PROFESSIONAL SUMMARY

- With over 15 years as a professional graphic designer, I have experience in many different industries and design settings. I have worked in various companies' In-House Studios as part of a creative team, collaborated with art directors, other creatives and marketing managers remotely, and have completed many projects fully independent. I am a highly motivated and passionate designer who is a self-starter and can take direction/ feedback well or just be handed a creative brief and run with it. I design with a look and feel that speaks in the voice of my client and the project I am working on, creating compelling designs while adhering strictly to all brand guidelines.
- I have a track record of successful design systems and campaigns across print production and digital platforms, building a strong grasp on the capabilities and challenges of offset printing. Also, over the years I have continuously increased my web and digital skill sets and have worked on various social media campaigns, staying current with the rapidly evolving technical requirements of a professional graphic designer. I aim to demonstrate strong critical thinking, decision making, problem solving, time management, multi-tasking, meticulous organization, and excellent communication skills.
- Above all for me is honesty and integrity. That I can hang my hat on. If I say something is going to get done by a certain deadline you can count on it, every time.

## TECHNICAL PROFICIENCIES

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| – Expert Skill Level in Adobe Creative Suite's Core Apps (Photoshop, Illustrator, InDesign, Lightroom) | – Typography/ Composition                          | – Instagram, X, Facebook & Other Social Media Platforms |
| – Professional Photography & Videography Skills  | – Premiere Pro/ Video Editing                      | – MS Office (Microsoft Word, Excel & PowerPoint)        |
|  | – Procreate App/ Digital & Hand Drawn Illustration | – After Effects   |
|  | – Figma, Sketch & Other Web Development Apps       | – UX & UI   |

### CASE STUDY - SONOMA EPICUREAN

2020-2021

#### Client: The V Foundation For Cancer Research

Sonoma Epicurean is a signature series of events by the non-profit V Foundation that features curated, hands-on experiences with award-winning chefs, local artisans, and world-class vintners, along with an auction and educational seminars, raising funds for cancer research.

- I was fortunate enough to have the privilege of designing the logo, along with the brand guidelines book. Requirements for the graphic identity was that it needed to overlap with the V Foundations brand guidelines yet stand completely apart. I created a logotype, logomark, and lockup that was classy, elegant, vibrant, and versatile, while remaining focused on the farm to table, holistic values that Sonoma Epicurean promotes. The logo and brand guidelines I designed are still in use and have been given wings by their in-house design team.
- Also, in its pilot year I designed and managed through production/ deployment multiple marketing items. This included a direct mail save the date post card meeting postal guidelines, along with matching digital version that was emailed to the V Foundations contact list, a digital and printed invite booklet, a fillable PDF email sign up form, and more.
- I also art directed, designed, and launched version 1.0 of their website created in WordPress. Primarily focus was on UX and UI, having that drive my design decisions.

- I'm very proud to feel like my design might in some small way make an impact on society in this very important field of cancer research, and to see the graphic systems I designed being utilized by their in-house creative team to this day after highly successful events for the past 2 years and running.

## **ABBREVIATED PROFESSIONAL EXPERIENCE**

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**Graphic Designer | Project Manager | Creative Director** 2015-2024

**Freelance, San Francisco, CA**

- Successfully completed and implemented many design projects for a wide variety of clients managing each project from concept creation through production. Customer focused design is what I live for. I want to see all my designs shine in their best light, but most importantly is to ensure that I have created something that my client is proud of having represent their business.
- Designed brand identity systems and business assets of all types that express the client's core values, working within brand guidelines, both independently and as part of a creative team.
- Always design with the final intended production format in mind and create deliverables that are either print or web ready as needed. I have personally been the lead and/or sole designer for many project types including Logos, Brochures, Signage, Packaging, Labels, Billboards, Vehicle Wraps, Icon Sets, Motion Graphics, Web Graphics, Digital Renderings, Illustrations and much more.
- Lots of experience managing multiple professional projects and clients simultaneously, always staying deadline driven and on time with deliverables, without sacrificing any attention to detail.
- One thing I really pride myself in is being an excellent communicator, both visually and verbally. I am highly responsive to client messages, comfortable presenting work and adding insightful feedback and criticism within a group, and I am also a skilled writer. English is my first language but also speak Spanish proficiently and a little Thai.

**Graphic Designer | Digital Asset Management** 2011-2015

**Constellation Brands, St. Helena & San Francisco, CA**

- Worked a hybrid design position under creative directors as the lead designer on many different marketing initiatives for multiple Napa Valley wineries including Robert Mondavi, Simi, Estancia, Franciscan Estate, Wild Horse, Toasted Head and many others.
- Designed business assets and marketing collateral of all types that helped add depth to the core values of the respective brand while adhering to the brand guidelines of each winery.
- Added value to wineries for visitors, consumers, and sales reps through thoughtful use of the brands' identity to design supporting marketing collateral in various media formats including printed booklets, newsletters, large format displays, digital ads, digital renderings, email campaigns and much more.
- Worked directly with external print vendors to ensure final files delivered from the creative team were properly formatted, with necessary call outs and specs, yielding highest possible production quality.
- Worked with hired external photographers to retouch photography as needed and manage the digital assets of all wine brands in the Constellation portfolio, creating a system for organizing files that could be efficiently accessed across multiple departments.

**Graphic Designer | Product Photographer | Digital Asset Management** 2009-2011

**Peek... Aren't You Curious**, San Francisco, CA

- Designed postcards, direct mail and email marketing campaigns, in-store display signage, large format signage, web banners and more.
- Shot, edited, retouched and optimized all product photography during this time.
- Managed all E-Commerce product photography, systematically naming and organizing files.

**Assistant Graphic Designer** 2006-2007

**Gymboree Clothing Company**, San Francisco, CA

- Designed both prints and artwork in the kid and baby girl clothing departments in-house creative design team for many different lines and concepts.
- Created mill-sheets specifying technical details of garment production for overseas factories.
- Gathered inspiration and collaborated with my creative team to come up with new innovative lines of clothing that still upheld the brand's identity and marketing standards.

**Press Operator (Paid Internship)** 2004-2006

**Dauphine Press**, Petaluma, CA

- Worked on press at a Letterpress print shop as a press operator.
- Mixed ink, cut stacks of paper in guillotine, made plates, set up die cuts, and all other prepress and peripheral responsibilities behind letter press printing.
- Worked on a Heidelberg windmill and assisted press master on a larger cylinder press.

## **FORMAL DESIGN EDUCATION**

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**Bachelor of Fine Arts, Major in Graphic Design** 2001-2006

**California College of the Arts**, San Francisco, CA

## **OTHER NOTABLE ACHIEVEMENTS**

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- My design work has been featured in Haute Living Magazine.
- I have designed projects for The V Foundation For Cancer Research, XG Institute, Headlands Center For The Arts, and The SF Asian Art Museum.
- My street art was featured in its own section in the iconic book Bay Area Graffiti.