

PETER COSMAS SOFRONAS

SUMMARY

Experienced Graphic Designer and Illustrator specializing in maximizing efficiencies and meeting client needs. Collaborative team player and leader with extensive experience streamlining and prioritizing, delivering results ahead of deadline all aspects of design, including: layout, graphic illustration, typography and photography for print and digital communications.

Portfolio of work includes brochures, logos, posters, business cards, advertising, video editing, and website design.







CAREER HIGHLIGHTS

- Completely rebranded *The Daily Item* and multiple other publications for the Essex Media Group resulting in increased readership and an expanded product line
- Color Artist on the 25th anniversary publication of *G.I. Joe* for Devil's Due Publications. Cover was a record-holder for the most distinctive characters on a single cover
- Key role in the launch of two high-end lifestyle magazines and a Spanish-language newspaper with combined circulations of 25,000 readers
- Helped create, illustrate and execute a multi-cultural, higher education campaign on behalf of a coordinated Support for Students effort









APPROACH

While meeting with clients, every effort must be made to draw out as much information as is possible about their preferences. Something as simple as a personal anecdote speaks volumes about the direction of a particular piece. Not only is it important to pay attention to what is said, but it is also imperative to make note of what isn't. By keeping this approach in mind, clients and their end-users get the cohesive design they never even knew they wanted.

INTERESTS

- | | | |
|---|---|--|
|  Animation History |  Comic Books |  Pop Art |
|  Play/Screen Writing |  Puppetry |  Theatre Arts |






COMPUTER SKILLS

- | | | |
|---|---|--|
|  Photoshop |  Final Cut Pro |  Word |
|  Illustrator |  DVD Studio Pro |  PowerPoint |
|  InDesign |  Quark XPress |  Excel |
|  Dreamweaver |  HTML 5 |  Typography |
|  Premiere |  CSS 3 |  Mail Chimp |
|  Audition |  Responsive Design |  Macintosh |
|  Acrobat |  WordPress |  Windows |

EDUCATION

-  B.F.A., Salem State College, May 1997

CONTACT INFORMATION

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TESTIMONIALS

"Peter is an extremely talented graphic designer and creative mind. His talents stretch far beyond the publications he has worked on for Essex Media Group, and across multiple mediums. He is a personable professional who is flexible, both in his willingness and in his skills, to conquer any creative project handed to him. His ability to meet tight deadlines with excellent quality of work adds to Peter's overall professionalism."

Beth Bresnahan
former Chief Executive Officer, Essex Media Group

"Peter is a very detailed oriented and organized professional. His attention to detail is imperative in the world of newspaper print, especially when working on a daily deadline."

Joyce Leavitt
Strategic Media Manager at RMS Media Group

"Peter's work is always of exceptional quality and shows his creativity in taking general concepts and turning them into deliverables. I would recommend Peter to anyone requiring quality materials that are created on time, under budget, and with a great deal of enthusiasm."

Patrick Cleary
Director of Knowledge Management, Epsilon

"Peter is always very thoughtful in his design choices, and also generally way ahead of schedule. He knows how to design so that he can accommodate a complex review process without bogging it down."

Amy McCorkle, Board of Directors
Spotlight Playhouse

"Peter is a pleasure to work with: open to collaborating, lighthearted, passionate, and thoughtful. Anyone who works with Peter will have a wonderfully collaborative experience."

Daniel Dambroff
Actor, "2&2"

"Peter has a creative eye and the drive to see his visions come to life. He works with a wide variety of customers, often getting thanks from even the most difficult customers for his efforts."

Elissa Dennis, former Operations Manager, CD\Works

EMPLOYMENT HISTORY

ESSEX MEDIA GROUP

Senior Art Director/Production Coordinator

2014-2017

Oversaw all activities of the art department Essex Media Group, the owners of multiple publications including *The Daily Item*, a 140-year-old daily newspaper

- Created and maintained adherence to all templates and style guides
- Updated look and feel of the newspaper for the new company, effectively increasing readership by 20% as a result
- Improved and simplified day-to-day operations and procedures, ultimately cutting overall production by 50%
- Integrated and upgraded the design of three additional acquired newspapers (*The Peabody Weekly News*, *The Lynnfield Weekly News* and *Suburban Real Estate News*) into the production workflow
- Developed and implemented distinctive branding for two separate high-end lifestyle magazines (*01907* and *One*) and for *La Voz*, a Spanish language newspaper
- Regularly designed print and digital advertisements for marketing, sales, events, and clients, usually with short lead times and very quick deadlines

FREELANCE

Freelance Graphic Designer and Illustrator

1997-present

Full-service design and illustration services for B2B and B2C companies, as well as nonprofit organizations of all sizes

- Clients and partners have included Marvel Comics, DC Comics, Devil's Due Publishing, the New York International Fringe Festival, North Shore Community College, Dark Horse Comics, and Archie Comics

CD\WORKS

Art Director

2001-2010

Head of in-house art department for this electronic media company

- Created all internal templates and style guides and worked with clients in application of client artwork
- Designed packaging and label artwork for compact discs and DVDs
- Captured and edited raw video and mastered DVD content from a variety of digital and analog sources
- Rebuilt and recreated vector versions of low-resolution bitmap artwork for use in silkscreening
- Actively adapted and revised the workflow to reduce production time, in some cases reducing by as much as 75%

COMPUTER SCIENCES CORPORATION

Graphic/Web GUI Designer

2000-2001

Digital artist for internal Creative Lab specializing in advertising and marketing solutions

- Consulted Fortune 500 clients to determine their web site needs, paying particular attention to intuitive user interfaces and maximum usability
- Programmed and implemented internal Flash animations and prototyped multiple GUI iterations for clients
- Created custom style guides and developed custom illustrations, iconography and other design elements

THE THOMAS REGISTER OF AMERICAN MANUFACTURERS

New Media Director

1998-2000

Head of digital art department for the Massachusetts and Rhode Island offices of this information clearinghouse of industrial products and services.

- Sole internal source for electronic media production needs, often executing multiple projects simultaneously
- Consulted sales representatives and clients to determine design and medium needs
- Designed, programmed, and maintained content for client web sites
- Curated and produced photos for client web sites
- Created custom banner ads and full screen CD-ROM advertisements