

Pete Panasis

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Conscientious, hard-working and capable, I create thoughtful visual solutions in a variety of media. In advertising for over 20 years, I have produced award-winning work as an art director with the industry leader in recruitment advertising. Working with talented creative directors and copywriters, I succeeded in delivering effective creative for a vast array of clients, including the **NYPD, GlaxoSmithKline, Toys-R-Us** and **Bloomingdale's**. I now work part-time on a freelance basis for two direct mail and marketing agencies, creating on-target solutions for a variety of clients.

portfolio: mygraphicdesignsite.x10host.com

EXPERIENCE

Graphic Artist- Click2Mail-Arlington, VA/ August 2017-present

- Design postcards, html emails and landing pages for the company's promotional interests.

Graphic Artist- The Mailshark-Mohnton, PA/ March 2014-present

- Design successful direct mail advertising for restaurant establishments and other small businesses.
- Currently handling a growing list of 150 different clients.
- Continue to contribute to the organization's success with each piece that goes to print.
- Adapt all communications into a variety of formats.
- Inspect and proofread all files for typographic errors and potential production issues.

Art Director/ Production Artist-Bayard Advertising NY, NY/ May 2011-February 2013

- Delivered a high-volume of work in a very busy, deadline-driven environment.
- Responsible for the design and/or production of small space and trade advertising, landing pages, eblasts, animated web banners, outdoor media, promotional items, etc.
- Adapted all printed and digital communications into a variety of formats in various mediums.
- Interacted with vendors and account service to insure the timely and successful completion of projects.
- Utilized the latest Adobe software.

Art Director-Bernard Hodes Group-New York, NY/September 1996-July 2009

- Delivered creative visual solutions which regularly exceeded clients' expectations.
- Designed and produced print and web-based communications for numerous recruitment marketing initiatives, including ads, brochures, direct mail, animated web banners, eblasts, outdoor media, trade show graphics and promotional items.
- Utilized Basic HTML and CSS skills to code and produce eblasts.
- Assembled comps and prepared all creative material for client presentations.
- Attended and supervised all press checks and photoshoots.
- Operated scanners, laminating machines and binding machines.

SKILLS

Adobe CC ▪ Page layout and design ▪ Retouching and image manipulation ▪ Lite computer illustration
Comps/board skills ▪ MS Word ▪ HTML ▪ CSS ▪ Bootstrap ▪ Attention to detail ▪ Deadline oriented