

Peter Kozlowski

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Art Director / Senior Graphic Designer

Excellent business acumen and artistic talent leveraged to deliver quality marketing, print-design, and ecommerce projects.

Extremely talented graphic artist with over 20 years experience applying dependable skills in designing and developing successful products and promotional materials for notable businesses such as Target, Honda, and Cogent Systems. Knowledgeable in strategic marketing coordination, as well as website management and design. Well prepared to excel in senior-level art director/graphic design-related positions across a broad range of fields and industries.

Areas of Emphasis

- Print/Web Design
- Company Branding
- Marketing Research
- Product Photography
- Composition & Typography
- Advertisements & Media Kits
- Packaging & POS Design
- POP Creation
- Product Management
- Oil Painting

Professional Experience

Epic Products, Inc. – Santa Ana, California

Packaging Manager / Art Director, 10/2003 to 11/2016

Served as packaging designer responsible for structural and graphic designs for 1K new products per year while managing packaging designers on general guidelines regarding visual aesthetics such as font and color palate. Ensured cohesive product placement and branding by directly interacting with catalog and packaging artists on new projects, as well as by providing point of purchase (POP) creation and online media kits for the company's main website. Facilitated development and maintenance of epicproductsinc.com (B2B website) and epicstyle.com (B2C website) in conjunction with company webmaster handling HTML/CSS programming and coding for homepage appearance, dropdown menus, left-hand navigation, and other aspects. Reported daily activities to the owner and CEO in-person. Tracked online sales, and ensured effectiveness of ads, for both sites to better target compelling presence to relevant audiences; designed new homepage rotators on a weekly basis.

Selected Achievements:

- Increased art department productivity by 20% through dedicated focus on specific tasks and global workflow.
- Conceptualized the "Cork Cage" wine accessory, a top-selling product from 2005 to 2011.

White Brothers – Yorba Linda, California

Art Director, 2/1996 to 7/2003

Monitored e-mail distribution and image prepping for press releases, and created company product graphics such as nameplate designs for exhaust systems. Supervised two artists responsible for website design/coding, e-

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mail campaigns, and product design to create visual consistency with all Whiter Brother branding. Successfully established and completed national advertising campaigns for *Off Road*, *Harley-Davidson*, and *Mountain Bike* magazine publications, including insertion orders and ad placement deliveries (about seven per month). Additionally, responsible for all packaging design aesthetics, primarily focusing on structural and graphic designs for boxes, blister cards, and hangtags; designed motorcycle graphic kits, race team jerseys, and race team truck graphics. Reported directly to the two company owners, and collaborated with the marketing and sales directors on producing catalogs, sales sheets, press releases, and product launches.

Selected Achievements:

- Achieved three consecutive Q Advertising Awards from 2000 to 2002 for high volume of reader responses to ad placements in *Motorcycle Industry Magazine*.
- Boosted company profits by \$30M over the course of seven-year employment via complete moderation of visual presence for all print and web collateral.

ADDITIONAL EXPERIENCE

Hyde & Hyde, Graphic Designer, Corona, California (4/1994 to 2/1996)

Educational Background

Bachelor of Fine Arts Degree (emphasis in Graphic Design)

California State University of Fullerton, Fullerton, California

Technical Proficiency

Environments: HTML/CSS, ASP.net, shopify.com, ConstantContact

Tools: Adobe Creative Suite, Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat Pro, MS Office (Word/Excel/PowerPoint)