

PETER COSMAS SOFRONAS

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An experienced multimedia design professional. Skilled in layout with attention to overall design, typography, and usability. Experienced in creating self-running multi-media presentations, retail signage, event marketing, and identity branding.

WORK EXPERIENCE

Emerald Sentinel Productions

1997 to present.....Freelance Graphic/Web Designer

- As both Playwright and Producer successfully spearheaded a grass roots fundraising and marketing campaign to bring original play, *2&2* to the 2013 New York International Fringe Festival.
 - Minimum goal was successfully reached in thirteen days of a thirty day campaign; 125% of the goal was ultimately raised.
 - Hired director and staff to oversee the production.
 - Interviewed, auditioned, and hired actors to perform the roles.
 - Designed and illustrated all marketing/collateral materials.
 - Wrote press releases to generate audience and media interest.
- Renderer/Color Artist on *Ultra Violets: Power to the Purple* and *Ultra Violets: Lilac Attack!*, the second and third in a series of novels geared at young girl readers and featuring over 200 illustrations.
- Designed logos, brochures, business cards, web pages, and illustrations for various companies and individual clients, including:
 - Created cross-media marketing presentation and graphics for North Shore Community College's *S4S (Students for Students)* Scholarship Program
 - Created a new brand identity for pet care company, Tails of Boston. Designs included web graphics, logo, print collateral, and vinyl wrapping for their company car.
 - For Spotlight Playhouse:
 - Created poster design for their theatrical productions from the spring of 2011 to the present. This included posters, web site graphics, tickets, and playbill layout.
 - Art directed photo shoots for production and publicity stills.
 - As production designer for *Clue: The Musical*, reverse engineered established board game elements to create custom illustrations for use in advertising, backdrops, and properties.
 - As multi-media designer, created a slideshow presentation for their production of *I Love You, You're Perfect, Now Change*, earning them an EMCAT DASH award for the season.
 - For software company SoftWired, created marketing campaign for their iBus product. This included illustrations for brochures, web site graphics, and trade show signage.
 - For local comic book shop, Comically Speaking, designed their custom packaging and collateral material, along with their exterior and interior signage.
 - For Arlington Friends of the Drama, singlehandedly created illustrations and logos to advertise their 2012-2013 season including advertisements, posters, collateral materials and show programs.
- Created workflow and progress reports to best accommodate the needs of the particular client and to ensure completion.
- Researched and reverse engineered historical design styles in order to better understand their effectiveness.
- Coordinated with printers and web hosts on behalf of clients.

2005 to present.....Freelance Comic Book Flatter/Assistant Colorist (Uncredited)

- Assisted colorists from top comic book companies, including:
 - DC Comics (*Green Lantern, Justice Society of America, 52*)
 - Marvel Comics (*Marvel Masterworks*)
 - Archie Comics (*Sonic the Hedgehog*)
 - Image (*Strange Girl, Perhapanauts regular series*)
 - Dark Horse Comics (*Perhapanauts: First Blood, Perhapanauts: Second Chances*)
- Using Adobe Photoshop, electronically laid out base colors for inked/pencil-sketched comic book pages. Each detail of every object/character was isolated and assigned a unique solid value, so that the colorist could easily select a particular element for rendering—usually with a less than twenty-four hour turnaround time. Adapted flattening style to accommodate the workflow of each individual colorist.
- Devised a setup that combines custom-programmed Adobe Photoshop tool palettes with a Wacom Cintiq tablet monitor and a mounting arm, effectively eliminating the need for a mouse or keyboard for most flattening and coloring tasks.

CD\Works

2001-2010 Art Director Boston/Beverly, MA

- Designed custom artwork ranging from simple text labels to fully-illustrated, multi-page booklets, working directly with clients to ascertain electronic and print needs for their CD and DVD projects.
- Designed, programmed, and maintained CD\Works web site for maximum usability across all platforms and web browsers.

- Streamlined the creation of stock templates to better assist those clients who wished to create their own artwork, thereby ensuring compatibility across the widest of platforms and graphics programs.
- Captured, edited, and encoded clients' video presentations from a variety of analog and digital sources using Apple Final Cut Pro for both DVD and online use, often reverse-engineering methods for converting non-standard files into standard video formats with minimal loss in picture quality.
- Programmed clients' DVD presentations and movies, including track hierarchy, custom menu design, and slideshows using Apple DVD Studio Pro, often creating custom scripts to improve playback.
- Created custom indices of client PDF CD-ROM presentations using Adobe Acrobat.
- Designed and created all internal marketing materials, including ads, brochures, check disc labels, and business cards.
- Expanded the in-house Art Department and created the in-house Video Department, utilizing the latest multimedia technology and software. Continued to implement pertinent upgrades and acquisitions throughout tenure.
- Streamlined the order-on-demand fulfillment process for Fast Hockey, a client specializing in thousands of sporting event DVDs, effectively cutting production time in half.
- Developed workarounds — including vector recreation of bitmap graphics, fractal up-sampling of photos and fabrication of bleed elements — to optimize low resolution graphics for high resolution printing.
- Cooperated with production team on the duplication, printing, and packaging of clients' projects, tracking progress of jobs using ACT and Microsoft Access databases, and often suggesting better layout and implementation of data.

Devil's Due Publishing

2006-2007 **Credited Comic Book Colorist
Chicago, IL (Telecommute)**

- Part of the design team responsible for the *GI Joe: America's Elite* 25th Anniversary Issue. Singlehandedly colored a group shot of 250 distinct characters on the double-sided cover—a record in the industry.
- Electronically colored and rendered comic book line art, keeping in mind the gamut limitations of the CMYK color space.
- Interviewed and hired flatters as needed to assist with page preparation.
- When inkers were eliminated mid-project due to budgetary reasons, devised a method to electronically modify the scanned pencil artwork to mimic the appearance and style of the previously-inked artwork.

Computer Sciences Corporation

2000 to 2001 **Graphic/Web GUI Designer
Kansas City, MO**

- In conjunction with Art Director, met with Fortune 500 clients to determine their web site needs, paying particular attention to intuitive user interfaces and maximum usability.
- Brainstormed, programmed and implemented internal Flash animations to promote the Kansas City Creative Lab division, both within the company and for clients.
- Using Adobe Photoshop, prototyped multiple GUI and wireframe iterations for client review.
- Created custom style guides of finalized designs for the programmers, in order to maintain consistency in the overall design.
- Provided custom illustrations, iconography, and other design elements to help build out the sites.
- Maintained and cross-referenced a library of typefaces to aid in logo design.

The Thomas Register of American Manufacturers

1998 to 2000 **New Media Director/Designer
Marblehead, MA**

- Singlehandedly built the in-house electronic media department for the Massachusetts/Rhode Island office.
- Communicated directly with sales representatives and clients to determine design needs and choice of medium, often juggling dozens of projects simultaneously.
- Designed, programmed, and maintained web sites for construction and manufacturing companies.
- Photographed individual machine parts in cases where print/electronic art was unavailable.
- Adapted the style of pre-existing client sites for use in *Thomas Register Gateway* advertisements.
- Custom created banner ads and full screen CD-ROM ads for publication in the annual *Thomas Register Electronic Directory*.
- Kept in constant contact with print production lead to ensure the design integrity was consistent in both media.

COMPUTER SKILLS

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| • Macintosh | • Adobe Illustrator | • Quark XPress | • Soundtrack Pro |
| • Windows | • Adobe InDesign | • Microsoft Word | • FileMaker Pro |
| • Hand-Coded HTML | • Adobe Premiere | • Microsoft Excel | • ACT |
| • Hand-Coded CSS 3 | • Adobe Audition | • Microsoft PowerPoint | • Facebook |
| • Adobe Dreamweaver | • Adobe Flash | • Final Cut Pro | • LinkedIn |
| • Adobe Photoshop | • Adobe Encore | • DVD Studio Pro | • MailChimp |

EDUCATION

B.F.A. Degree, Salem State College, May 1997. Graduated *Magna Cum Laude*.