

**Karl Peters**  
Graphic Designer

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## Education

### **State University of New York, College at Fredonia**

Bachelor of Fine Arts, Concentration in Graphic Design (6.96)  
*Graduated Cum Laude*

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## Experience

### **Texas Instruments Inc., Dallas, Texas** (6.96 – Present)

Graphic Designer – Educational & Productivity Solutions Division

#### **Responsibilities include:**

- Art direction and design for world-wide Point of Purchase displays and graphics
- Packaging design for calculators, personal organizers and software
- Brochure design, direct mail pieces, posters, logos, stationary, pocket folders, print ads, tradeshow graphics, internal Intranet pages, and software interface icons
- Art direction and design of activity books and manual covers
- Art direction of photoshoots
- Attend press checks
- Member of internal internship council team

#### **Freelance Design**

### **MacServe.net, Dallas, Texas** (1.99 – Present)

Internet services company specializing in server maintenance

- Design of logos, business cards, stationary and brochures
- Design and production of web pages:  
*www.calyпсоart.com*  
*www.media-furniture.com*  
*www.mrpresentation.com*

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## Skillset

### **Fluent in both Mac and PC platforms.**

Adobe Illustrator 8.0, Photoshop 5.5, Quark 4.01, Fireworks, Adobe Cyberstudio 4.0, Windows 98/NT, Microsoft Word.  
Experience with Macromind Director and html.

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## Awards | Honors

- Don Nicholas Memorial Scholarship (95)  
Presented by the Art Directors /Communicators of Buffalo
- Departmental Merit Award for Excellence in Graphic Design (96)

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## Strengths

- Creative and positive attitude
- Team player and contributor
- Strategic thinking and planning
- Willingness to learn and adapt to new technologies
- Committed to excellence
- Extremely organized

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## References

Available upon request