

## S K I L L S

### GRAPHIC DESIGN

From concept to production, Pete is experienced in all forms of print design and has a working knowledge of web design to boot. While at the Los Angeles Times, his feature page designs won numerous awards at the Society of News Design's annual competitions. He also recently led the team that redesigned Variety's features sections. He is adept at a wide selection of eye-catching illustration styles, from photo-based to cartoon style.

He has mastered most creative graphics programs including Photoshop, InDesign, Quark XPress, Illustrator and every web surfing program there is. Additionally, he is familiar with GoLive, Flash and basic HTML coding. He is proficient on both Mac and PC platforms.

### MANAGEMENT

Pete is very comfortable leading a team to achieve the goal set before them. As producer of numerous "no-budget" films, Pete has become quite adept at squeezing the maximum effort out of people without offending them.

### WRITING

Pete has written a wide variety of material such as features, deadline sports stories, opinion pieces, short fiction stories, even full-length screenplays. His work has been published in the Los Angeles Times, Variety, the Long Beach Press-Telegram and the Pasadena Star News. He currently writes a monthly video game review column for the L.A. Times.

### PHOTOGRAPHY

In his spare time, Pete is a photographer specializing in the female form. His photos have been featured in Variety and the Los Angeles Times. He was also featured in a group show in a Los Angeles art gallery in 2003. A selection of his work can be viewed at [www.peteyfresh.com](http://www.peteyfresh.com).

### VIDEO PRODUCTION

Pete has produced over 20 short films and music videos, often wearing every hat possible (producer, writer, director, editor, sound mixer, DVD designer, etc.). He is adept at the use of the Sony PD150 DV camera and proficient at editing on Macintosh-based Final Cut Pro. A selection of his work is available for viewing online at [www.peteyfresh.com](http://www.peteyfresh.com). A DVD copy of his film and video work is available upon request.

## EXPERIENCE

### VARIETY

*Design Editor, Illustrator, Staff Writer, Photographer*

Freelance page designer and illustrator for V Plus feature sections. Conceptualized and created elaborate illustrations, working with editors and other designers to best illustrate the often-complicated stories. Wrote feature stories and took photographs as well. Employed from 2006-2009.

### LOS ANGELES TIMES

*Design Editor, Art Director, Staff Writer, On-Air Talent, News Editor*

Page designer and lead art director for sections like Daily Calendar, Sunday Calendar, Health, Highway 1, Real Estate and Food. Designed various covers and inside pages under strict press deadlines. Worked with a variety of illustrators to create concepts and final artwork for a variety of stories, while managing strict budgets. Also served as Video Game Critic and wrote a weekly criticism column about current games as well as other feature stories. Employed full-time from 2000-2006, currently a freelance contributor.

### GRAPHIC ORB, INC.

*Art Director, Production Artist*

Created multi-faceted print ad campaigns and slide presentations for clients such as Universal Pictures, Columbia Pictures and Disney. Employed from 1996-1999.

### LONG BEACH PRESS-TELEGRAM

*Senior Page Designer, Staff Writer, Graphic Artist, Design Supervisor*

In addition to the design of nightly sports, main news and feature sections, wrote concert reviews and sports features and created graphics and full-color illustrations. Employed from 1990-1996.

## REFERENCES

Available upon request.

## SALARY

Seeking salary in the \$45-\$40 hourly range.