

Cinda Peters

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cindapetersdesign.com

Designing presents daily challenges that feed my passion for creating and my compulsion for solving.

I enjoy working with clients to clarify their vision whether by helping to hone their nomenclature, or by promoting their product or service through purposeful graphics for targeted response.

Education

Master of Arts: graphics and painting, University of Guam, MI
Bachelor of Arts: graphic design, American University, Washington, DC

Skill Set

- Proficient in Mac OSX with Adobe® CS3, MS Office®, iWork®, Freeway Pro®
- Graphic design for print, multimedia, Web
- Self directed: lead or team player
- Exceptional time/project management
- Strong messaging/proofing/editing
- Detail oriented: process and budget tracking, file/image archiving
- Photo and video direction/styling

Professional Experience

Cinda Peters Design, Inc. | Texas/Washington
Freelance Graphic Designer

- Create compelling, purpose-driven graphic solutions for communication
 - logo development, branding
 - brochures, flyers, newsletters, postcards, white papers, catalogs, stationery
 - direct mail
 - package design
 - digital photo retouching
 - display: trade show booths, point of sale, posters, banners
 - trade journal advertising
 - PowerPoint®/Keynote® presentations
 - calligraphy
 - illustration
- Turnkey production: analysis, management, concept, production, delivery, evaluation
- Effectively interface with clients and vendors
- Direct/shoot product photography
- Develop materials for Web pages, interactive media, and multimedia presentations.
- Develop/launch simple Web sites using Freeway Pro

Representative Client List | Washington

Acres of Diamonds | Alaska Structures, Inc. / Blu-Med Disaster Medical Facilities / Kaireon Business Continuity Facilities | All for Kidz, Inc. | Bellevue Christian School | CareSeek | Carter Erisman Group | Ethix Magazine | Entropy Research | Era Care, Inc. | Evergreen Moneysource | Friday Harbor Exports | InformMed | Leisure Care, Inc. | Med Dispense | Med Select | Microsoft | Oki Development/The Golf Club at Newcastle/The Plateau Club | Order Optimizer | NACRO / QuietPro | Rainier Overseas Movers | TecnoTile | The TerraPharma Project/The unSUMMIT

Womack, Claypoole, Griffin Advertising | Odessa, Texas
Graphic Designer, Creative Director

- Regional Addy Award recipient: TV, radio, and print
- Project manager and team collaborator with sales, writing, client/vendor interface
- Responsible for all print design: concepts through production, proofing, press checks
- Directed product photography for print, TV, and radio broadcast
- Directed post production for film broadcast
- Selected and directed talent for TV and radio spots

Portfolio available online: cindapetersdesign.com