

# HELLO,

my name is  
Peter Michael Perceval III

## EXPERIENCE

**10/2015 - 11/2015**

### **VISUAL / UX DESIGN INVODO**

Visual and Graphic Design for Invodo. Focusing primarily on Verizon Wireless projects promoting new phone models being introduced to the market. Creating UX/UI centered graphics to be viewed and interacted with on Verizon devices on display in store.

**07/2015 - 09/2015**

### **VISUAL DESIGN WHOLE FOODS GLOBAL**

Responsible for creating captivating web and mobile experiences for the Whole Foods brand campaigns. Working closely with UX, Marketing, and In-store creative to create cohesive across platform designs. Directly working with front-end developers to identify needs and parameters for aesthetically engaging digital design. Maintaining brand and visual standards across all channels.

**08/2013 - 06/2015**

### **BRAND MANAGER CON ART MAGAZINE IN TEL AVIV, ISRAEL**

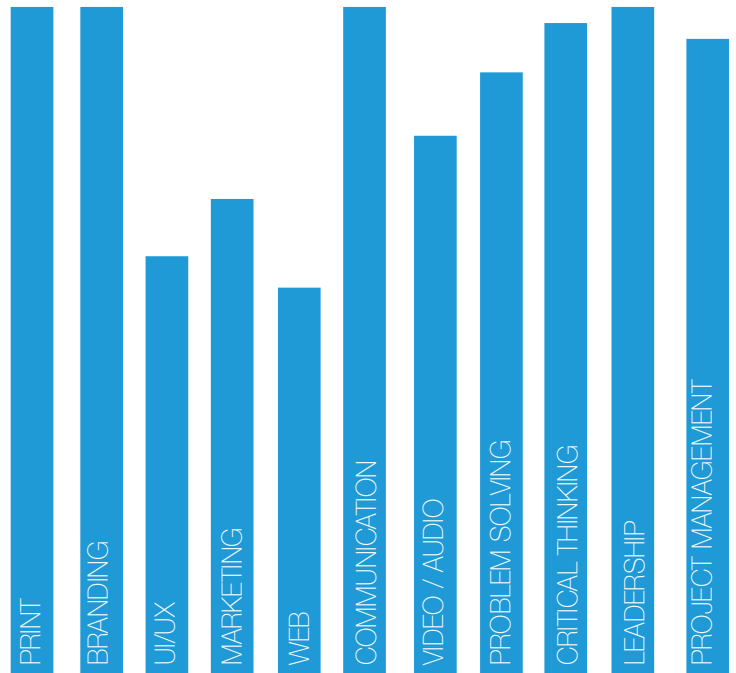
Responsible for Brand development, logo design, implementation. Responsible for planning, developing and directing marketing efforts for CON ART Magazine. Conceptualizing strategic initiatives and implementing details of campaigns. Managing external marketing partners such as advertising agencies, digital marketing firms and production companies. Managing of staff and team members in design and marketing department. Supervision of CON ART Magazine content and function, and manage access to brand assets. Responsible for developing brand standards and usage guidelines and assist with integrating campaigns with brand consistency.

**10/2009 - 06/2013**

### **ASSOCIATE PRODUCER / ART DIRECTION OFF THE AVENUE**

Directly involved with the filming, direction, recording, and editing of various performances. Responsible for assigning tasks to personnel. Overseeing projects through to completion. Presenting completed projects to clients and maintaining relationships with clients. Managing staff and organizing shoots and events. Work in conjunction with marketing and other departments for brand development and consistency.

## SKILLS



## SOFTWARE



## EDUCATION

**2013-2014** IDC Herzliya, Israel- M.A. Diplomacy / Counter Terrorism

**2006-2010** University of Central Florida- B.F.A. Graphic Design

**2003-2006** Pensacola Junior College- A.A. General Studies



## ABOUT

I believe design to be fundamental to communication and connection. Creative design is the vehicle used to navigate the experience between a product and the consumer. I am passionate about this process and enhancing the connection that individuals experience through design. I believe no situation is difficult just unfamiliar. I desire to be a part of a team that cultivates creativity and is passionate about design and our human connections to it.