

P E R S O N A L

Laurence Cornelius Alfred Peters | DUTCH PARENTS - NAMING TRADITION |
6'6" 240lbs, Size 13 Shoe | DUTCH PARENTS - PHYSICAL STATURE |
Two dogs, one cat (rescues), and +/-30 fish | YOU KNOW HOW IT GOES WITH FISH |
1730 Brennan Avenue, Escalon, CA 95320 | ESCALON? - IT'S JUST A STONES THROW AWAY |
209.679.3555 lp@nekyarts.design | CONTACT ME ANYTIME - WELL, ALMOST ANYTIME |

E M P L O Y M E N T

Neky Arts – nekyarts.design. Creative Director. 30 Years Freelance. | RENAISSANCE DESIGNER |
Clients: Moët Hennessy, Sutter Home, illy Coffee, Do Good Distillery, Rescue Dog Wines, 17A Stillery, and many more.
• Solicit and Consult with clients. Communicate proposals and estimate costs. Conceptualize and present designs.
• Validate vendors and suppliers. Monitor prototype production. Approve press checks and manufacturing samples.

Never Boring. Senior Art Director, Marketing Agency. 3 Years. | MASTER OF CONCEPTUAL DESIGN & ROI |
• Managed design department. Directed all design, video, marketing, social-media, and website projects.
• Represented Never Boring in all contact with high profile clients: Gallo Center for the Arts; Stanislaus County Office of Education; Gallo Glass; G3 Enterprises; Halo Glass Recycling.
• Achieved phenomenal ROI numbers through unique conceptual design thinking and memorable marketing campaigns.

MHD Group. Senior Designer, Design Firm. 3 Years. | START. FINISH. - EVERYTHING IN BETWEEN |
• Spearheaded the Direction and Design of marketing materials for Save Mart, Lucky California, and FoodMaxx supermarkets.
• Implemented internal and external communications for Shopper Marketing, including Customer Facing POS, Signage, Structural Displays, Seasonal Campaigns, Sponsorship Campaigns, Product Logos, Brochures, Ads and Flyers.

E&J Gallo Creative. Art Director, Shopper Marketing/Structural Design. 10 Years. | BEST IN CLASS - OVER 35 AWARDS |
Clients: Marketing Teams, National Shopper Marketing Managers, Sixty Plus Wine/Spirits Brands.
• Enhanced recognition and sales of brands. Delivered best in class package, label, POS, and marketing materials.
• Oversaw Conceptualization, Design, Presentations, RFI's, RFQ's, RFP's, Engineering, Prototyping, and Production of Structures.
• Collaborated with vendors on the creation of Corrugate, Wood, Metal, Aluminum, Acrylic, Tag, Cloth, and Vacuformed displays.
• Launched New Amsterdam Vodka and Camarena Tequila brands POS to local, regional, and national markets.
• Reduced costs for POS structures. Implemented processes and procedures for external vendors and internal clients.
• Managed a team of 5 Designers, 2 Photographers, and 3 Production Artists. Assessed needs and formulated strategy.
• Increased group productivity. Resolved conflicts. Improved client satisfaction scores for quality, timeliness, and budgeting.

E D U C A T I O N

California College of the Arts (formerly CCAC). | RENAISSANCE STUDENT |
• President, Design Alliance Student Design Club. Organized Design Conferences. Produced Two Senior Design Shows.
• Studied Graphic Design, Illustration, Architecture, Computer Graphics, Photography, Sculpture, and Print Making.
Amador Valley High. Received Bank of America Achievement Awards for Drafting and Art. | GEEK |

C E R T I F I C A T I O N S

E&J Gallo Management Training. Completed and Certified. Professional Communications and Building Business Relations.

P R O F E S S I O N A L

Gestalt Design: The Whole is More than the Sum of its Parts. If You can't Draw, You can't Design. | I CAN DRAW |
Proficient to Expert: Photoshop, Illustrator, InDesign, Acrobat, Strata 3D, MS Office, Google Suite, MAC apps. | YUP |
Illustration: Sketching, Story Boarding, Color Pencil, Pen & Ink, Architectural Rendering, Digital, 3D. | PICK YOUR POISON |
Design Administration: If You Think You're Organized, Proficient, and Detail Oriented, Think Again. | TRY ME |
Portfolio: nekyarts.design

R E F E R E N C E S

Business & Personal. | RENAISSANCE MAN |
Doug Hosner, Director of Marketing Communications, Gallo Center for the Arts (Client) - **209.300.4396**
Blair Lott, CEO, Rescue Dog Wines (Client) - **404.312.0550**
Dallas Jason Baer, Owner, Baer Enterprises (Vendor-Manufacturing) - **925.980.5282**
Frank Parks, Owner, The Parks Group (Vendor-Printing) - **209.576.2568**
Alan Alcaide, Graphic Designer (Managed at E&J Gallo Creative) - **209.679.4252**
Jimmy Wright, California Highway Patrol, Retired (Friend) - **925.462.2478**