

# Laurence C. A. Peters

Website/Portfolio: [nekyarts.design](http://nekyarts.design)

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209.679.3555

California



## ABOUT ME

Seasoned Design Professional responsible for the conceptualization, management, and production of superior design solutions for Wine & Spirit brands, CPGs, and Retail POS.

Successfully delivered hundreds of design projects, receiving over 35 national design awards from the Wine & Spirits industry.

## EDUCATION

### E. & J. Gallo Management Training

#### California College of the Arts

Associate of Arts Degree in Graphic Design & Illustration. President, Design Alliance Student Design Club. Organized design conferences. Produced two senior design shows.

## SKILL LEVELS



## CAREER

- 2017 - 2022  
**Creative Lead**  
MHD Group, Modesto, CA
  - Art Directed and presented concepts for brand specific marketing campaigns to management at Save Mart, Lucky California, & FoodMaxx supermarkets.
  - Created external and in-store communications including: Customer facing POS, departmental signage, structural displays, seasonal and cross merchandising graphics, product logos, fliers, brochures, digital ads and billboards.
  - Created style guides, client website designs, ADA compliance, and UI/UX.
- 2015 - 2017  
**Freelance Creative Director**  
NekyArts.design, Escalon, CA
  - Designed Labels, Packaging, and POS for Moët Hennessy, Sutter Home, illy Coffee, Do Good Distillery, Sazerac, Rescue Dog Wines, 17A Stillery - City Lights Shine.
  - Solicited and Consulted with clients. Communicated proposals and estimated costs. Collaborated with team of stake holders to deliver on time, on budget results.
  - Validated vendors and suppliers. Reviewed technical drawings and schematics. Monitored prototype production. Approved press-checks & manufacturing samples.
- 2005 - 2015  
**Shopper Marketing & Structural Design Creative Director**  
E. & J. Gallo Winery, Modesto, CA
  - Supported marketing teams for sixty plus wine & spirit brands + Shopper Marketing.
  - Successfully oversaw conceptualization, design, presentation, engineering, prototyping, and production of Labels, Packaging, and POS structures.
  - Improved recognition and sales of brands. Delivered best in class marketing.
  - Collaborated on the creation of Corrugate, Wood, Metal, Aluminum, Acrylic, Tag, Cloth, and Vacu-formed displays, with purchasing department and vendors.
  - Launched dozens of brands, delivering unique and memorable Label, Package, and POS to local, regional, and national markets.
  - Increased my groups productivity and improved internal client satisfaction scores by exceeding quality expectations and meeting deadlines on a consistent basis.
  - Directed hundreds of photo-shoots. Retouched and edited images digitally. Created standards for photography of bottles using color guides and lighting techniques.
- 1995 - 2005  
**Art Director**  
Andermahr & Company, Stockton, CA
  - Hired a team of designers and copywriters. Assigned projects and duties. Coordinated schedules and timelines with clients, team, and sub contractors.
  - Designed corporate identity and standards manuals. Developed marketing and direct mail campaigns primarily for the Financial Industry.
  - Solved complex design, print, and pre-press production problems. Guaranteed the quality of our work and deliverables.

## REFERENCES

- Matthew Freitas, Director, Marketing Solutions - 209.968.4639
- Paul Martino, Design Professional, Retired - 209.485.3806
- Dallas Jason Baer, Owner, Baer Enterprises - 209.390.0460