

PETER FRASCO

Designer & Photographer

ABOUT

Graphic designer based in Brooklyn with a penchant for all things visual. Half designer and half geek, I have a unique combination of strong technical abilities and a robust creative approach allowing for a seamless design process from conceptualization to execution.

SKILLS

Exceptionally proficient in Adobe Photoshop, Illustrator, and InDesign with extensive knowledge in designing for print, as well as digital including social media content and digital ad campaigns.

Knowledge of video editing suites Adobe Premiere & After Effects, with experience in video editing as well as creating unique motion graphics for advertising, events, web, and social.

Fluent in photo shooting and editing workflow; with experience in shooting with Canon equipment and editing in Lightroom.

Basic knowledge of HTML & CSS.

INFO

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EDUCATION

Parsons the New School for Design January 2016 - December 2017
BFA Communication Design

- Dean's List all semesters

SUNY Rockland January 2014 - December 2015

AAS Graphic Design

- 4.0 GPA & Phi Theta Kappa Member
- Served as Art Director for campus art & literary publication, IMPULSE magazine

WORK EXPERIENCE

Graphic Designer – Full time in-house

Two Trees Management – April 2018 - Current

- Being the sole in-house graphic designer for Two Trees, I've worked directly with many different internal & external entities including the internal marketing team, creative director, public park operations, property managers, and architects.
- Successfully created full custom branding solutions including logos, graphics, printed collateral, ad campaigns, and signage for Two Trees' newest building One South First + Ten Grand Street.
- Refreshed existing branding and all collateral pieces for Two Tree's DUMBO properties.
- Worked directly with Domino Park and The Brooklyn Queens Connector to create unique branding and collateral pieces for events; in addition to designing on-brand flyers, brochures, and signage.
- Effortlessly conceptualized & executed unique designs across many mediums including print, motion graphics, video + photo editing, web + email marketing, and digital + printed ads.
- Consistently met tight deadlines and with quick turnaround on revisions, while maintaining a high level of technical ability and accuracy when preparing and sending files for production & publication.

Assistant Manager

West Marine – 2013 - 2018

- Managed and operated a small-scale specialty retail store, where I provided high-level customer service and maintained meticulous visual standards which helped earn our store 'District Store of the Year' three years in a row.
- Assisted customers in finding the right solutions to highly technical and specialized issues relating to sailing, boating, and marine life.
- Demonstrated an exceptional attention detail in all operational tasks including inventory management, price audits, ordering & receiving, and general store upkeep.

Graphic Design Intern

The Byne Group – Summer 2015

- Worked directly on client work in a small agency setting, using feedback from senior designers to further refine design concepts and execution.
- Worked on creating branding solutions for clients including logos, business cards, and packaging.
- Gained further experience working on branding projects, packaging, and infographics.

Freelance Production Assistant & Assistant Audio Engineer

90 East Productions – 2013 - 2017

- Provided production + audio engineering assistance for live sound re-enforcement and professional recording applications.
 - Exercised a high level of technical ability in the set up, operation, and maintenance of professional audio equipment.
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