



PETRAIVES  
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## objectives

available for freelance, on retainer, contract work, project by project, in-house or off-site

## experiences

**lime I Design, Inc. San Diego, California** since 2004

*principal, creative director*

- provide custom graphic design solutions to a wide range of clients from large national corporations to small local businesses
- manage everything from the initial concept development through final completion, including design, production, coordination, administration, proofing, and press check
- provide on-contract design work for other design studios

**Projekt Design, Carlsbad, California** 2001-2004

*production artist*

- designed and produced print material such as magazine ads, product catalogs, packaging, promotional pieces, and identity systems
- created product design for beach cruiser bicycles and bike parts including setting up templates, creating graphics and products involving a range of different materials and surfaces

**IB-Repro, Munich, Germany** 1998-2001

*production artist*

- designed marketing material, packaging, and brochures
- output and processed high resolution film negatives for press
- edited images including color corrections, masking, and retouching

## education

**San Diego State University, San Diego, California** 2006-2008

*B.A. in Applied Arts with emphasis in Graphic Design · G.P.A. 3.95, Dean's List*

**San Diego City College, San Diego, California** 2003-2006

*preparation for major in Graphic Design · Dean's List*

**Alois Senefelder Trade School, Munich, Germany** 1998-2000

*Degree in media design for digital and print media*

## skills

- highly proficient in Adobe InDesign, Illustrator, Photoshop, Acrobat, QuarkXPress, and Freehand
- working knowledge with HTML/CSS and Dreamweaver
- experienced in letterpress printing, silk screening, and bookmaking
- fluent knowledge of German and English, working knowledge of French

## involvement

AIGA SDSU student chapter since 2006 *president and secretary*

AIGA City College student chapter 2005-2006 *vice president*

AIGA San Diego professional chapter since 2005 *active volunteer (Y-conference and social events)*

BNI Business Network International 2009-2010 *active member of the Greater San Diego Chapter*

## achievements

Winner of First Place overall Portfolio and Best of Category for Branding in the AIGA San Diego Student Portfolio Exhibition 2009

Recipient of Most Outstanding Student Award in the School of Art, Design & Art History 2008/09

Recipient of Legal Arts information design scholarship 2008

Winner of design competition for SDSU Associated Students identity 2008

2 logos selected to be published in "Typography and Enclosures" from LogoLounge available 2012