

PETER COSMAS SOFRONAS



While meeting with clients, every effort must be made to draw out as much information as is possible about their preferences. Something as simple as a personal anecdote speaks volumes about the direction of a particular piece. Not only is it important to pay attention to what is said, but it is also imperative to make note of what isn't. By keeping this approach in mind, I am able to give clients and their end-users the cohesive design they never even knew they wanted.

TESTIMONIALS

"Peter's work is always of exceptional quality, and his creativity in taking general concepts and turning them into deliverables that are projected onstage, mailed to audience members, given to staff members and actors as gifts, and used as props. I would recommend Peter to anyone requiring quality materials that are created on time, under budget, and with a great deal of enthusiasm."

Patrick Cleary, Director of Knowledge Management, Epsilon

"Peter was always very thoughtful in his design choices, and also generally way ahead of schedule. He knows how to design so that he can accommodate a complex review process without bogging it down and is very conscientious."

Amy McCorkle, Board of Directors, Spotlight Playhouse

"Peter was a pleasure to work with: open to collaborating, lighthearted, passionate, and thoughtful. Anyone who works with Peter, will have a wonderfully collaborative experience."

Daniel Dambroff, Actor, "2&2"

"Peter has a creative eye and the drive to see his visions come to life. He worked with a wide variety of customers, often getting thanks from even the most difficult customers for his efforts."

Elissa Dennis, Former Operations Manager, CD\Works

"Peter was always very good at managing his time and faced with multiple on-going projects, always came through by managing his priorities efficiently. He has solid communication skills whether it be discussions with Print Vendors, speaking with clients about their projects or working with other designers on file requirements. His depth of experience and design talent would make him a tremendous asset to any Creative Team and I highly recommend him."

Jennifer Wagner, Former Production Manager, CD\Works

"Peter is highly skilled in the realm of design and art direction. His many years of experience allow him to work efficiently and creatively. He is the kind of person you can leave on his own, knowing that the tasks at hand will be completed to expected standards. But, he also works well as part of a group, sharing ideas and implementing the ideas of others."

Kyle Frenette, Support Consultant, Berklee College of Music

"Peter is a creative thinker with a great attitude that brings to the table a unique viewpoint and array talents in graphic design, interactive, art direction, writing and beyond. A pleasure to work with and his dedication to his craft is admirable."

Bryan Ratliff, Former Art Director, Computer Sciences Corporation

CONTACT INFORMATION

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COMPUTER SKILLS

- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- Premiere
- Audition
- Encore
- Flash
- Fireworks
- Acrobat XI
- Word
- PowerPoint
- Excel
- Sharepoint
- Final Cut Pro
- DVD Studio Pro
- Soundtrack Pro
- Quark XPress
- HTML 5
- CSS 3
- Responsive Web Design
- Balsamiq Mockups
- Facebook
- LinkedIn
- Mail Chimp
- Macintosh
- Windows
- Typography

INTERESTS

- Theatre Arts
- Puppetry
- Pop Art
- Animation History
- Comic Books
- Play/Screen Writing

EDUCATION

- B.F.A., Salem State College, May 1997

SELECTED PUBLICATIONS

- GI Joe: America's Elite (Colorist)
- GI Joe Special Missions: Brazil (Colorist)
- Chucky (Colorist)
- GI Joe: Dreadnoks Declassified (Colorist)
- Hack & Slash: Slash Hard (Colorist)
- Ultra-Violets: Power to the Purple (Uncredited Colorist)
- Ultra Violets: Lilac Attack (Uncredited Colorist)

EMERALD SENTINEL PRODUCTIONS

Freelance Graphic/Web Designer, Owner

1997-Present

Designed logos, brochures, business cards, web pages, and illustrations for various companies and individual clients, including:

North Shore Community College:

- Created cross-media marketing presentation and graphics for "S4S" (Students for Students) Scholarship Program.

Tails of Boston:

- Created a new brand identity for pet care company. Designs included web graphics, logo, print collateral, and vinyl car wrapping.

Quannapowitt Players:

- Served as production designer for production of *Sordid Lives*. Created poster design and marketing materials. Designed PowerPoint presentation that was utilized as a series of projected scenic backdrops during performance.

Spotlight Playhouse:

- Created promotional materials for their theatrical productions from 2011-2014. Designed, programmed, and maintained web site. Art directed photo shoots for production and publicity stills.
- As production designer for *Clue: The Musical*, reverse engineered existing board game elements for customized illustrations for advertising, backdrops, and props.
- As multi-media designer, created a EMCAT DASH award-winning PowerPoint slideshow presentation for their production of *I Love You, You're Perfect, Now Change*.

Arlington Friends of the Drama:

- Designed illustrations and logos to advertise their 2012-2013 season including advertisements, posters, and collateral materials.
- Communicated with Directors and Board Representatives to ensure the design matched the creative vision of the show.

New York International Fringe Festival:

- As both Playwright and Producer successfully spearheaded grass roots fundraising / marketing campaign to bring original play, *2&2*, to an Off-Broadway production at the 2013 FringeNYC Festival. Goal was successfully reached in thirteen days of a thirty day campaign. 125% of goal ultimately raised.
- Hired director and staff to oversee the production. Interviewed, auditioned, and hired actors to perform the roles. Designed and illustrated all marketing/collateral materials. Wrote press releases to generate audience and media interest.

Ethen Beavers and Razorbill Publishing:

- Color artist for *Ultra Violets: Power to the Purple* and *Ultra Violets: Lilac Attack!*, the second and third in a series of novels geared at young girl readers and featuring over 200 illustrations.

Devil's Due Publishing:

- Part of the design team responsible for the GI Joe: America's Elite 25th Anniversary Issue. Singlehandedly colored a group shot of 250 distinct characters on the double-sided cover—a record in the industry.
- Electronically colored and rendered comic book line art, keeping in mind the gamut limitations of the CMYK color space.
- Devised a setup that combines custom-programmed Adobe Photoshop tool palettes with a Wacom Cintiq tablet monitor and a mounting arm, effectively eliminating the need for a mouse or keyboard for most flattening and coloring tasks.
- When inkers were eliminated mid-project due to budgetary reasons, devised a method to electronically modify the scanned pencil artwork to mimic the appearance and style of the previously-inked artwork.

SoftWired:

- Created marketing campaign for their iBus product. This included illustrations for brochures, web graphics, and trade show signage.

Multiple comic book companies (including Archie, Dark Horse, DC, Image, Marvel, Valiant):

- Served as uncredited flatter/coloring assistant for multiple colorists at the above companies.
- Electronically laid out base colors using Adobe Photoshop for inked and/or pencil-sketched comic book pages. Each detail of every object/character was isolated and assigned a unique solid value, so that the colorist could easily select a particular element for rendering—usually with a less than twenty-four hour turnaround time. Adapted style to accommodate the workflow of each colorist.

CD\WORKS

Art Director

2001-2010

- Designed custom artwork ranging from text labels to fully-illustrated, multi-page booklets.
- Communicated directly with clients to ascertain electronic and print needs for their CD and DVD projects.
- Designed, programmed, and maintained CD\Works web site for maximum usability across all platforms and web browsers.
- Created stock templates and style guides to better assist those clients who wished to create their own artwork.
- Captured, edited, and encoded clients' video presentations from a variety of analog and digital sources.
- Reverse-engineering methods for converting non-standard files into standard video formats with minimal loss in picture quality.
- Programmed clients' DVD presentations and movies, including track hierarchy, custom menu design, and custom playback scripts.
- Created custom indices of client PDF CD-ROM presentations using Acrobat.
- Designed and created all internal marketing materials, including ads, brochures, check disc labels, and business cards.
- Expanded the in-house Art Department and created the in-house Video Department, utilizing the latest multimedia technology and software. Continued to implement pertinent upgrades and acquisitions throughout tenure.
- Streamlined the order-on-demand fulfillment process for Fast Hockey, a client specializing in thousands of event DVDs, cutting production time in half.
- Developed workarounds — including vector recreation of bitmap graphics, fractal up-sampling of photos to optimize low resolution graphics for printing.
- Cooperated with production team on the duplication, printing, and packaging of clients' projects, tracking progress of jobs using ACT and Microsoft Access databases, and often suggesting better layout and implementation of data.

COMPUTER SCIENCES CORPORATION

Graphic/Web GUI Designer

2000-2001

- In conjunction with Art Director, met with clients to determine web site needs, focusing on intuitive user interfaces and maximum usability.
- Brainstormed, programmed and implemented Flash animations to promote the Kansas City Creative Lab division, both within the company and for clients.
- Using Adobe Photoshop, prototyped multiple GUI and wireframe iterations for client review.
- Created custom style guides of finalized designs for the programmers, in order to maintain consistency in the overall design.
- Provided custom illustrations, iconography, and other design elements to help build out the sites.
- Maintained and cross-referenced a library of typefaces to aid in logo design.