

PETER FAHNER

Senior Graphic Designer | Omaha, NE | 402-980-3776 | pfahner@cox.net | <http://peterfahnergraphicdesign.com>

Specializes in transforming initial artistic concepts and ideas into high-quality deliverables.

Creative and results-focused Senior Graphic Designer with expertise in art direction, project management, and campaign development. Skilled in conceptualizing, developing, and launching cutting-edge marketing initiatives that incorporate key brand messaging and maximize company visibility. Highly collaborative able to work with cross-functions on creative elements, strategic planning, and successful execution. Proven leader passionate about implementing timelines, integrating innovative design software, and directing teams. Dedicated to advancing client experiences and satisfaction.

EDUCATION

BACHELOR OF ARTS

Art and Design,
Minor in Marketing
Iowa State University, Ames, IA

Post Graduate Work
Advanced Graphic Design/Multimedia,
University of North Florida,
Jacksonville, FL

Technology: Microsoft Office Suite
(Word, Excel, PowerPoint),
Adobe Creative Suite
(Photoshop, Illustrator, Indesign)

PROFESSIONAL EXPERIENCE

ORIENTAL TRADING COMPANY, A Berkshire Hathaway Company | 2011 - 2020

A leader in the toy and novelty industry offering more than 40,000 products through online marketing and catalogs.

ART DIRECTOR

Served as the driving force behind compelling graphics for a novelty toy company, resulting in a 15% increase in sales and YOY growth. Enhanced interest and secured a competitive edge by remaining updated on current industry and consumer trends, which determined design strategies. Spearheaded photography and production and ensured ideal lighting, camera angles, and authenticity. Reduced operational costs by 25% by refining labor distribution and integrating virtual access.

- *Exponentially increased engagement and access to products by incorporating social media campaigns, banners, and online advertisements; resulted in a 50% growth in follower count and improved brand loyalty.*
- *Strengthened teams by providing comprehensive training based on each catalogue and divisions' specifications.*

PFDESIGNCTOC | 2008 - 2011

LEAD GRAPHIC DESIGNER

Built a solid client base and optimized portfolio growth through deep prospecting and high-quality services, resulting in warm leads and referrals. Exemplified expertise in technology, IT support, web design, and print and digital design solutions. Advanced client experiences by conducting consultations and repeatedly exceeding expectations.

- *Thrived within a fast-paced environment; utilized sharp multi-tasking strengths to complete projects simultaneously.*
- *Client list: Oriental Trading Company, Fun Express, Omaha Football Club, ADT Security Services, Physicians Mutual.*

ORIENTAL TRADING COMPANY | 2003 - 2008

LEAD GRAPHIC DESIGNER

Brought on as the initial consultant within the creative department. Bridged communication and collaborated cohesively with multidisciplinary staff on concepts, design, and execution. Heavily contributed to the success of marketing solutions and catalogues, housing more than 40K products. Promoted brand exposure through hard-hitting content development.

- *Integral in substantiating the company's growth into a billion-dollar organization; led new business acquisition.*
- *Expanded catalogue titles from 4 to 10 within 6 years due to creative leadership and expertise on evolving trends.*

Additional Experience: Art Director at Nebraska Sports Magazine (3 years) and a Graphic Designer at Lortz Direct Marketing Inc. (5 years)

CORE QUALIFICATIONS

Innovative Design | Artistic & Technical Direction | Promotions & Marketing
Campaign Execution | Project Management | Creative Concepts | Team Leadership
Print & Web Collateral | Strategic Branding | Key Relationships | Client Consultations
Brand Voicing & Consistency | Product Management | End-to-End Cycle Management