

Peter Karpick

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Accomplished Creative Director and Visual Designer

Accomplished Creative Director and Visual Designer with over a decade of experience leading innovative design initiatives for global brands. Expert in Graphic Design, UX/UI design, brand development, team leadership, and content creation. Adept at crafting engaging digital experiences that drive user engagement and brand loyalty. Passionate about blending creativity and strategy to deliver impactful solutions.

WORK EXPERIENCE

Tender Situations • Atlanta, GA • 06/2023 – Present **Freelance**

- Operate an independent studio specializing in creative direction, interactive design, illustration, graphic design, motion graphics, and social media campaigns.

Trioscope Studios • Los Angeles, CA • 06/2022 – 06/2023 **Design Director**

- Developed the brand identity for Takeover, starring Quavo and Billy Zane, and its associated web3 project, Takeover World.
- Created motion comics in collaboration with artist Keef Cross and designed interactive social media content, including TikTok and Instagram filters.
- Designed and developed engaging websites using Webflow.
- Costume, prop, and background design.

Warner Media (Adult Swim) • Atlanta, GA • 01/2012 – 06/2021 **Creative Director**

- Directed cross-functional teams, including animators, designers, developers, writers, and vendors, fostering a collaborative and innovative environment.
- Spearheaded the creation of the Adult Swim App, achieving adoption by 6M users across platforms and averaging 1.3M monthly unique views with 92 minutes of viewing time per user.
- Designed a custom chat function integrated into live shows, enhancing community interaction.
- Concepted original shows, designed merchandise, and promotional content for Adult Swim Live.
- Oversaw hiring, mentorship programs, and annual performance reviews to build a creative, high-performing team.

Maxmedia • Atlanta, GA • 05/2008 – 06/2012

Senior Art Director

- Led design initiatives to gamify and integrate social media statistics, creating engaging interactive experiences.

IQ Interactive • Atlanta, GA • 02/2005 – 04/2008

Art Director

- Created video heavy, immersive websites for Royal Caribbean, Holland America, IBM, Nat Geo, and Universal Orlando.

EDUCATION

BFA in Visual Design

Savannah College of Art and Design • Savannah, GA

Motion Graphics

Rhode Island School of Design • Providence, Rhode Island

PROJECTS

Rick and Morty Website

Worked with show creators and internal stakeholders to create a site that became the go-to hub for all things Rick and Morty.

Discover Atlanta

On a Different Level

Art direction and design for On a Different Level, an award-winning social media campaign for Discover Atlanta.

Big Trouble in Little Five Points

Played a key role in coordinating the event, building ramps, designing graphics, website design and development, producing merchandise, and managing social media content.

SKILLS

Adobe Creative Suite, Animation, Apparel Design, Brand Development, Content Creation, Creative Direction, Direction, Figma, Graphic Design, G Suite, Illustration, Motion Graphics, Package Design, screenprinting, Screenprinting, skateboarding, Social Media Content Creation, Storyboarding, Team Leadership, UX/UI Design, Visual Design, Webflow Design and Development