



Chief Design Officer

PETER ZIFF

pziff@pziffstudios.com | c 202.262.1682 | www.pziffstudios.com | twitter.com/PeterZiff

\\\ ACTIVE SECRET_2007-2027 AND POSTAL SENSITIVE_2018 \\\

ABOUT

Peter is a Chief Design Officer with more than 15+ years of public sector experience ranging from art direction to videography support. In addition to his vast experience, Peter has also earned a multitude of certifications focused on 3D modeling, motion graphics, and game development. At Throughline, Peter supports the military account and has played a significant role in the development of Throughline's Advanced Visualization department as a VR front-end developer.

- Mac (29yrs) PC (20yrs)
- Adobe Creative Cloud
- *Currently studying to be a Unity Certified Developer
- Maya 2.5-2018 64bit
- Service and Experience Design
- Brand Strategy and Management
- Graphic Design and Illustration
- Unity3D and UnrealEngine4
- Visual Prototyping

EXPERIENCE

Sr. Designer

Throughline, Inc. (formerly Maga Design Group) | Washington D.C. Metro Area

Nov. 2014 - Present (5yrs 6mos)

- Creator of the VR/AR Department from the ground up
- Using JSON data to create VR data visualization graphics
- Supports graphic design efforts for Department of Defense accounts
- Works with designers and strategists to create visual information maps for multiple military branches
- Conceptualizes, designs and delivers products that visualize project goals
- Helps translate dense information into clean graphics that convey clear messaging
- Develops 3D virtual environmental MAGA Maps using the Unreal Engine 4 (UE4), Unity3D and HTC VIVE
- Recommends products and software to help inform scope of work
- Creation of UI/UX interfaces
- Front-end content creator for VR/AR Projects for the United States Postal Service
- Bring in realtime map data into the HTC VIVE

Principal Consultant

Enterprise Horizon Consulting Group | Washington D.C. Metro Area

Jul. 2015 - Sep. 2017 (2yrs 3mos)

- Led team and visual support for NAVSUP (Naval Supply Systems Command) P-8A Logistics Cell
- Optimizes 3D modeling, rendering and texture mapping
- Wire-framing
- Led the creation and delivery of visual information maps
- Page Layout Creation

Art Director

U.S. Department of State (DoS) | Washington D.C. Metro Area

Aug. 2013 - Jul. 2014. (1yr)

- Served as Art Director for the State Magazine for the U.S. Department of State. Responsibilities included managing the creation and production process for a 44-64 page monthly Publication which was distributed to over 30,000 members of the U.S. Department of State foreign, domestic officers and the public
- Collected all the publication documents from the Editor-in-Chief and Deputy Editor to be used in layouts
- Used Adobe Publication Products including Photoshop CS6, Illustrator CS6, InDesign CS6 and PDF Professional to layout out the publication by integrating images, articles, cartoons, illustrations, video links and graphical elements to produce the monthly magazine
- Prepared magazine layouts for Print Publisher/Editors/Proofers and online interactive documents
- Used the FTP process to package and upload all magazine documentation to Print Publisher's servers
- Managed archives: kept track of all the digital files associated with the magazine by burning past documents to CD or DVD
- Created Digital Magazine/iPad/iPhone Apps for Bluetoad, Waterfall, Scribd and The State Department intranet and portal pages
- Documented all subscribers using a database for the magazine
- Communicated with the Department of State's in-house Cartographer for geography map issue

Media Specialist

NATO Sea-Sparrow (NSPO) | Crystal City VA.

Jun. 2013 - Jul. 2013 (2mos)

- Assisted technical/computer/printing support to the customer upon request
- Photographed office social and formal events; stored and edited event photographs
- Assisted with printing support for presentations, photos, and large-scale documents using laser, ink-jet, and plotter printers
- Designed, generated, adjusted, animated and formatted PowerPoint presentations using PowerPoint's inherent tools or imported them from Photoshop and Illustrator
- Designed and created CD covers and labels, fliers, collages, logos, and other graphics products
- Provided additional graphics as requested by the customer Researching information for reports and spreadsheets
- Supported the bi-annual Steering Committee Meeting by formatting presentations according to established guidelines



Chief Design Officer

PETER ZIFF

pziff@pziffstudios.com | c 202.262.1682 | www.pziffstudios.com

Cont.

EXPERIENCE

- Formatted and recreated documents as requested by the customer in programs such as Microsoft Word, Excel, PowerPoint and Adobe Creative Suite
- Assisted with printing support for presentations, photos, and large-scale documents using laser, ink-jet, and plotter printers
- Met with new hires and provided them an overview of the office. Maintained the office personnel database and Generate/update Subsequent reports. Worked with colleagues to develop a new personnel indoctrination program, including high quality, eye-catching Presentation material
- Provided videography support by shortening long videos into clips, merging clips to create videos, and building farewell videos which incorporate still photos and video footage using Adobe AfterEffects and Premiere.

Production Manager

Joint IED Defeat Organization (JIEDDO) | Crystal City VA.

Jul. 2011 - Jun. 2013 (2yr)

- Member of the The Joint IED Defeat Organization (JIEDDO) strategic briefing team and led development of presentations for senior leadership. Support included the ability to create, design, develop and maintain a library of vetted and approved multimedia products to support key presentations, media publications, interviews, vignettes, to ensure consistency in presentation
- Created and produced a trifold brochure for JIEDDO Reading Room
- Tracked actions from conferences, briefings, and meetings
- Coordinated messages to industry, national laboratories, academia, and coalition/allied forces
- Designed collateral graphics package for branch of JIEDDO called JKniFE which included trifold brochures, laminated punch cards, large format posters (24x30) and digital signage posters formatted for infoNet kiosks displays
- Assisted webmaster duties, made updates to internal website portal
- Supported the organization, review, and presentation of agency briefs for conferences and outreach events
- Built support for agency's mission through preparation of briefs to members of Congress, members of federal government, and industry stakeholders
- Became familiar with Counter-IED information
- Met with new hires and provided them an overview of the office. Maintained the office personnel database and Generate/update Subsequent reports. Worked with colleagues to develop a new personnel indoctrination program, including high quality, eye-catching Presentation material
- Provided videography support by shortening long videos into clips, merging clips to create videos, and building farewell videos which incorporate still photos and video footage using Adobe AfterEffects and Premiere.
- Coordinated messages to industry, national laboratories, academia, and coalition/allied forces

Creative Media Specialist

U.S. Central Command (CENTCOM) | Washington D.C. Metro Area

Dec. 2009 - Jul. 2011 (1yrs 8mos)

- Managed all marketing and media materials for HQ
- Produced 8 page promotional tourism booklet in Haiti to be presented to the Minister of Tourism for Haiti
- Designed capabilities flyer for conferences and for clients in English and French
- Converted analyst data in multiple languages to create visual graphs/charts for Department of Defense, Government, and Civilian Contractors
- Designed and produced 30"x48" booth display used by Director of Human Resources for recruiting at job fairs and conventions
- Created a booklet for International Development department

Multimedia Designer

Joint Strike Fighter Program Office (JPO) | Crystal City VA.

Jul. 2004 - Nov. 2009 (5yrs 5mos)

- Designed the current logo for the JSF Program Office for use on all program materials including: PowerPoint presentations, letterheads, business cards, ceremonial brochures, plaques, coins, screensavers, wallpapers, posters, portal banners, e-mail flyers, and invitations
- Created online portal video tutorials for 3 branches of the U.S. military, 9 partnership countries and government/civilian contractors
- Assisted set up of Video Teleconferencing/Audio rooms for meetings and presentations
- Shot and edited raw video and created DVDs with motion menus and interactivity for formal ceremonies, frockings, retirements, and promotions
- Knowledge of, and experience with video/audio formats: DV, MiniDV, DVCAM, MPEG-4, MPEG-2, DivX, FLV, AVI, GVI, MOV, WMV, ASF, WAV, MP3, VOB, and WMA

A.S., Graphic Design, Maryland College of Art and Design

EDUCATION

- Unreal: Learn Lighting
- 3D Content Creation for Virtual Reality
- Game Prop Creation in Maya
- Unity 3D 3.5 Essential Training

Certificate No: *E2F078E6EE21405980399B89C1D9F6EC*

Certificate No: *1E2D3D4D919946FF9173534B1254CADD*

Certificate No: *BDB2AF9093074D018FA9271DFCB245EA*

Certificate No: *279BADDC192694B2284D069682F260783*