

## Peter Bockenthien

### Front End Developer

12/2011 – present

#### @mospherix » Lakewood, CO

Responsible for the creation and maintenance of several cloud-based websites. This includes creating custom HTML5 + CSS3 templates; custom <meta> tags and other Search Engine features; graphics support, Webmastering and content generation support; and CSS consultation for several e-Commerce websites. The following **Responsive** websites were developed for **@mospherix**.

**Bee Friendly Apiaries** | **Berry Patch Farms** | **CCVC** | **Greener Gables** | **Highland Honey Bees** | **Light Root** | **Sagewood Physical Therapy** | **Windsor Dairy**

### Front End Developer

7/2004 - 11/2011

#### Meristem Design, Inc. » Lakewood, CO

Learned Wordpress, Joomla, and Drupal. Then learned how to **be** the CMS with **MODX** “always be thinking outside the box” for elegant, progressive solutions. Fun! Enjoyable! It’s awesome to say “Yes I can” to clients. Along the way I learned HTML5 and CSS3 tableless layouts. I also kept the print fires burning with a thick catalog, a brochure and several print+web combo PDFs.

### Designer/Webmaster

1/2004 – 7/2004

#### Catalina Products, LLC, dba Mr. Beer, mrbeer.com » Tucson, AZ

Originally hired as a webmaster, I wound up designing a tradeshow booth and writing email campaigns. The latter was successful at many things: sales increased 11% over previous; spam counts dropped; customers responded by writing limericks and calling customer support to gush about the new voice of Mr. Beer.

### Designer/Developer » Contract

11/2002 - 1/2004

#### Renewable Choice Energy » Boulder, CO

I was brought in to cover and assist for one of the founders of RCE as he became a father. Creating “LEEDing the Way” ad concept, wrote website news articles and headlines, and edited articles for web consumption.

### Freelance Designer

6/2001 -12/2003

#### Tucson, AZ

» Produced several private label product labels for Whole Foods Canadian markets. Converted Nutritional Supplement math into Canadian requirements.  
» Designed and produced 2 guided travel brochures for Nidever Mountain Guides. Result: 2 consecutive years of record bookings.

### Sr. Designer

4/1999 - 6/2001

#### Amrion » Boulder & Thornton, CO

I started out as Production Artist for the wonderful people at Amrion (which became WholePeople, then NatureSmart). I was promoted Designer and Sr. Designer. My focus is and always has been about doing my work Pro<sup>2</sup>: professionally and productively. I designed several direct mail pieces, one of which garnered a high response rate of 10%. My fellow designers and their bosses loved my price box designed so much that they gave me an award for it. Competitors also copied it, which is the highest compliment a designer can receive. I designed and produced several direct mail catalogs.

### Art/Creative Director

4/1997 - 8/1998

#### Crux Creative Services » Boulder, CO

Working for MacTemps was fun and whetted my appetite for more diverse work. So I started up Crux to give myself a platform to expand my skills and challenges.  
» Developed marketing materials for start-up Tribal Fiber. Developed the original tagline “Naturally Sustainable Imports”  
» Created Ruff Riders first product packaging, opening up a national market.  
» Designed and produced award-winning Wild Oats 1997 Annual Report.

### Designer/Production Artist

10/1995 - 4/1999

#### MacTemps, now known as Aquent » Denver, CO

Walked into tight situations with tight deadlines and hit the ground running for a wide variety of established corporations along the Denver/Front Range area. Highlights:  
» A two week assignment with Group Publishing turned into 6 months of designing and producing 6 catalogs and assisting the Creative Director.  
» Produced a 490 page design proposal in 3 days for RNL Design (architects).  
» Reviewed final proofs of QuarkXPress 5 foreign language manuals for technical accuracy.  
» Created technical drawings for scientists at NCAR for publication in various national and international formats.

### Other Employment

1990 - 1995

» Designed print publications, weather model illustrations, and tradeshow for NCAR.  
» Created a wide variety of ads and wholesale Order Catalogs for Patagonia.  
» Designed over 1,000 yellow page ads for Clarke Directories, Irwindale, CA.  
» Graphics Director for weekly newspaper in Seal Beach, CA.

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[cloud@mospherix.com](mailto:cloud@mospherix.com)

<http://ravenmesa.com/resume.html>

## EXPERIENCED PROFESSIONAL:

### Professional Adobe Creative Suite skills:

**Photoshop:** 4/C image work and compositions.

**Illustrator:** complex diagrams, and hand drawn illustrations using a drawing tablet

**InDesign:** catalogs, brochures, postcards, posters, newsletters, and long documents.

**Dreamweaver & Sublime Text 2/3:** creating and editing HTML5/CSS3 for various CMS.

Among many others, I can create and produce any kind of printed materials, including but not limited to: Shelf Tags, POS, Newsletters, Postcards, Direct Mail, DVD/CD artwork, Posters, Identity materials.

## CAN DO

- Multi-task in demanding environments
- Keep organized to support goals
- Self-motivated team player
- Meet or exceed expectations

## PROFICIENCIES

- Proficient with Adobe Creative Suite
- 15+ years professional design experience
- Can design and produce a wide variety of marketing materials
- Awareness of the latest visual marketing communication trends
- Develop visual strategy that incorporates trends that adhere to brand standards
- Create concurrent alternative strategies relevant to objectives, trends and standards

- » Print production knowledge for cost effective design
- » Meet budget and creative expectations; never misses deadlines
- » Proactive professional communication skills with internal and external clients
- » Excellent problem solving skills; able to prioritize and multi-task
- » Proficient on Apple and MS systems

## EDUCATION

- U of Colorado: Bachelor of Science, Business Administration-Marketing
- The Book Shop: Introductory Advertising Concepts, Los Angeles 1995
- The Book Shop: Advanced Advertising Concepts, Los Angeles 1995