

Schedule & Mini Portfolio

Joel Peckham

text: (307) 631-1986

mail: joelskyler@gmail.com



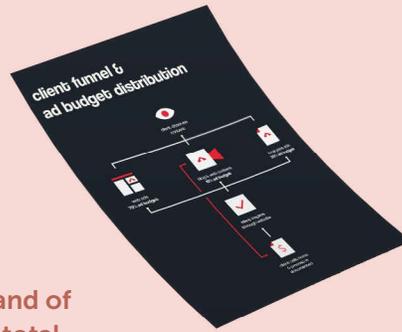
	Sun 9	Mon 10	Tue 11	Wed 12	Thu 13	Fri 14	Sat 15
all-day							
7 AM		7 AM Available		7 AM Available		7 AM Available	
8 AM			8 AM (6 AM MST) Org of Program Lang (HSC)		8 AM (6 AM MST) Org of Program Lang (HSC)		
9 AM							
10 AM			9:30 AM (7:30 AM MST) Colonial Latin America (BH)		9:30 AM (7:30 AM MST) Colonial Latin America (BH)		
11 AM							
Noon							
1 PM		1 PM (11 AM MST) Senior Project (HSC)		1 PM (11 AM MST) Senior Project (HSC)			
2 PM			2 PM (12 PM MST) Elem Linear Algebra (HSC)		2 PM (12 PM MST) Elem Linear Algebra (HSC)		
3 PM							
4 PM			3:30 PM (1:30 PM MST) Woodworking (LH)		3:30 PM (1:30 PM MST) Woodworking (LH)		
5 PM		4:15 PM Available		4:15 PM Available			
6 PM							
7 PM							

Hello! My name is *Joel*. I'm a senior Computer Science Major at Southern Adventist University, but I've been working in graphic design for over a decade. Well, that is, when I was 12 my grandad paid me to design a poster series. Since then, my design jobs have included:

- Two years creating print and digital media for *Fountainview Academy* including:
 - Print Poster & Billboard Design
 - Web Ad Design
 - Print Layout Design (Yearbook Team)
 - Videography & Motion Graphic Design
- One year working as a media consultant for *Fasttrack VC* doing:
 - Print Layout Design
 - Food Photography
 - Videography & Motion Graphic Design
- Three years working for my own consulting company *Skyler Media* doing:
 - Logo & Brand Identity Design
 - Business Card & Letterhead Design
 - Embedded Systems UI Design
 - Food Packaging Design
 - Web & iOS App Design

Real Estate Brand Identity

In March of 2018, I was asked to improve the brand of a local house-flipping company. This involved a total re-branding including a new name, logo, brand identity, and brand strategy. I presented three logo options to the client after we picked a new name and colors together. I then developed a brand identity and brand strategy based on the client's final logo choice. Finally, I delivered the identity and strategy documentation along with business card, letterhead, and logo designs.



Dairy Logo & Packaging

In July of 2020, I worked with a small dairy farm in Vermont to launch their first retail milk line. My work was two-fold. First, I created a new logo for the brand, fusing heritage and modern styles. Second, I created a simple label that contained the client's copy while meeting all FDA and USDA requirements. My constraints: one color and one small panel.

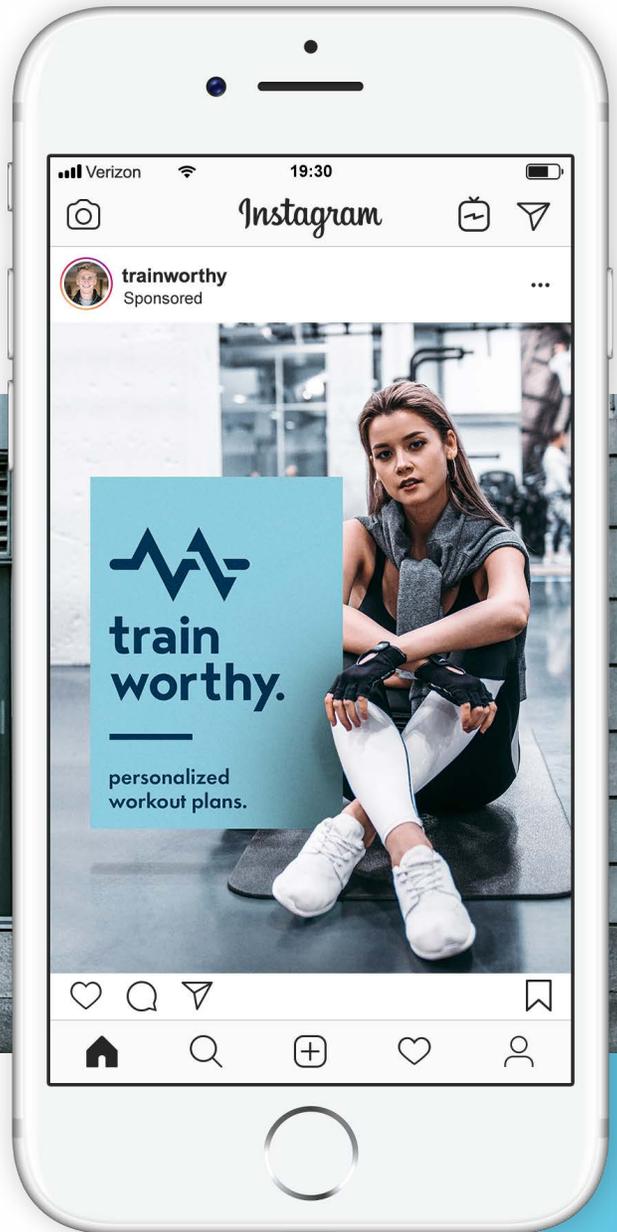


miller farm.



Fitness Brand Ad & Logo

In September of 2018, I was contracted to create a brand identity, logo, website, and Instagram ad for a startup fitness company called Trainworthy. Shown below is the client's final logo choice, the Instagram ad I designed, along with other mockups I presented to the client.



Ads, Posters & Small Projects

Here's a small selection of small projects I've done throughout the years. I've chosen these four posters and this book cover because, although some of them aren't top-tier work, they have all been printed and used in the real world.

Thanks for your time and best wishes!

-Joel Peckham

