

Freelance Designer & Art Director

Peter Tasch

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I am a multi-disciplinary designer & artist based in Boston with over 7 years experience as a Graphic Designer, Art Director, and Industrial Designer working in a small agency setting for startups and established businesses alike creating everything from brand identities & graphics to 3D animations & digital experiences to exhibitions, installations, & more...

Education:

Wentworth Institute of Technology
B.S. in Industrial Design — Cum Laude

Skills:

Software / Tools: Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Figma, Blender, Cinema 4D, Rhino, Solidworks, Fusion 360, Webflow, Wordpress, Squarespace

2D: Graphic Design, Art Direction, Logo & Brand Identity, Posters, Apparel, Packaging, Presentations, Photography, Video & Editing

3D: Motion Graphics, 3D Animation, 3D Rendering, Product Visualization, CAD

IRL: Industrial Design, Product Design, Exhibition, Installation, Prototyping, Fabrication, Screen Printing

See my work:

petertasch.com

Experience / Clients:

SOLIDWORKS / Dassault Systèmes 2019-2025

3D Animation, Art Direction, Web & Digital Experiences

On a small agency team, I worked on 3D animations & motion graphics, design for web projects & digital experiences, and social media ads and overall helped to elevated the visual and interactive expression of the SOLIDWORKS/Dassault brand.

Guardian Agriculture 2019-2024

3D Animation, 3D Rendering, Brand Identity, CMF, Graphic Design, Product Visualization, Website

I worked on initial logo, brand identity, and presentation designs. Later, I led design for a refresh of their website and made a series of 3D renders & animations. Additionally, I provided their I.D. team with CMF, graphics, and product visualization support.

Grand Seiko 2023

Exhibition Design, Fabrication, Sound Design

I worked as a design & production assistant on Grand Seiko's 2023 Design Miami exhibition — *The Journey of Birch* — assisting with concepts, CAD, fabrication and installation for the exhibition's centerpiece. Additionally, I was tasked with sound design for the audio portion of the exhibition.

Neural Magic 2017-2021

3D Animation, Creative Direction, Graphic Design, Website

Worked on brand identity, art direction, 3D animation, and web projects for Neural Magic, a software company. We first created a trippy, maximalist identity, but when their pitch later shifted to "sparsification" we evolved the brand in a much more minimal direction.

Alchemista 2017-2021

Art Direction, Creative Direction, Graphic Design, Packaging, Photography

Through several collaborations with Alchemista, a workplace catering business, I worked on a team creating graphics, illustrations, packaging, and managing overall visual direction. Our goal: inject imagination and energy as an antidote to boring corporate catering

Google 2019-2021

Industrial Design, Prototyping, Concepting, Creative Direction

I provided concept, design, and production assistance on an effort by a special projects marketing team at Google to create "a connection that felt like kids talking to each other with tin cans on a string."

Keurig 2017-2021

Graphic Design, Editorial Design, Brand Identity, Exhibition Design, Environmental Graphics

Worked on concept, spatial design and large scale graphics for a traveling exhibition of office coffee products; created a look book for Keurig's office beverage offerings; contributed to visual explorations towards updating the brand identity for Keurig Commercial

PUMA 2017-2019

3D Design, Exhibition, Fabrication, Graphic Design, Installation, Prototyping

Over series of projects with PUMA, I assisted with, sometimes leading, development of displays, installations, and bespoke packaging to support product launches and retail. I worked on concepts, graphics, 3D design, prototyping, fabrication, and documentation.