

## Wyatt Perko, *Creative Director*

450 Beupland Rd \* #253 \* Bear Creek Village, PA \* 18602 \* (208) 284-2235  
wyatt@ItCameFromCauldron.com

### GENERAL PERSONAL DESCRIPTION:

Highly capable and creative, hands-on Creative Director experienced in fast-paced, deadline-oriented, creative environments - since 1989.

*Wyatt Perko* is known for his extensive expertise in all aspects of Print Creative Direction. Wyatt offers a superb balance of creative genius and logical strengths with exceptional interpersonal and collaborative skills that include: Art Direction, Design, Mentoring, New Business Presentation, Client/Vendor Relations, and Overall Project Management.

Working from his corporation, Cauldron, Inc., Wyatt is known for being passionate about his work while upholding the integrity of his clients' brands, Wyatt stays on strategy - no matter what the scope of the project. Wyatt's diverse talents and enthusiasm for creativity are defined through his strong comprehension of strategic communication making him a perfect asset to any Advertising Agency, Design Firm, Independent Co., Start-Up, or Corporation.

With a sophisticated balance of conceptualizing and creative follow-through, Wyatt delineates his concepts to tangible realities within: Advertising, Corporate Identity, Event Marketing, Direct Mail, Packaging, Trade Show Event Design, Logo Design, and Editorial Design.

Wyatt has extended experience with major brands in a broad range of industries including: Healthcare, Retail, Restaurant/Nightclub, Government, Consumer Goods, Technology, Tobacco, Financial and Food Service.

### ENTREPRENEURIAL ENDEAVORS:

*Bumperkrop Coffee Co.*, started in Upper St. Clair, PA (2016 – Present) Creative Director, Owner

- Launched a Keurig k-cup, coffee company that specializes in creating unique flavors of coffee sold in k-cups that feature art from famous illustrators. Launched the company with one flavor: Hectic Banana (Banana, Green Apple, Orange Marmalade). Introduced two new flavors: Anti Snooze (Pear, Lemon) and Seasonal Seance (Orange, Plum). Working on two more new flavors: Triple Mystery (Red Apple, Orange, Wild Strawberry) and Hazel Hex (Hazelnut, Banana). Manages all aspects of marketing and national distribution.

*Wolgamuth Sauce Co.*, started in Bristow, VA (2008 – Present) Creative Director, Owner

- Launched a gourmet sauce company that specializes in gourmet sauces for steak, chicken, fish and your secret dish. Sauce company is generally modeled after Jones Soda (interestingly named flavors with brighter colored sauce than usual). Launched the company with one sauce flavor: Double Red Pepper (red sauce). Introduced new flavor: Serrano Lime (green sauce) in 2009. Introduced new flavor: Vinegar Mango (yellow sauce) in 2012. Currently working on a purple plum sauce for duck and salads that will be available in 2015. Manages all aspects of marketing and national distribution.

*Emperor Penguin Recordings (EPR)*, started in Boise, ID (2000 – Present) Creative Director, A&R, Owner

- Launched a record label that manufactures physical and digital music releases. Focuses on releasing highly creative music with interestingly designed, full color, 12-page insert-booklets. Manages all aspects of marketing, signing artists, developing artists, selling physical and digital content via Apple iTunes, Amazon.com, and a myriad of secondary digital outlets. Currently preparing to release our 15th release which will be available on CD, Vinyl, and Digitally.

*Surveil Magazine (Formerly Fright X)*, started in Philadelphia, PA (1995 – 2000) Creative Director, Editor-In-Chief, Owner

- Conceptualized, designed and produced an 84 to 132 page, full color, nationally/internationally distributed print entertainment magazine that was recognized by Apple Computer in 1998 for its slick production in a not-yet-digital-capable universe. Organized creative writing reviews, designed fashion and editorial layouts, scheduled and conducted interviews with celebrities for content. Oversaw all aspects of world wide distribution to Barnes & Noble, Borders Books, Tower Books, Hastings, etc.

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**MACINTOSH PROGRAMS:**

Technical Proficiency: (current versions) InDesign, Photoshop, Illustrator, Dreamweaver, and Adobe Flash  
(Adobe product user since 1990)

**OVERVIEW OF SKILLS:**

***Print***

Print Collateral, Brand & Product Positioning, Annual Reports, Invitation/Announcements, Corporate Collateral, Editorial, Logo/Identity, Newsletters, Tradeshow Event Design, Public Transportation (Bus/Wait Signs), Direct Mail, Brand and Design Guideline Processes, Catalog, Banners, Packaging, Billboard, Strategic Brainstorming

***Web***

Web Design mainly via Adobe Muse - also well-versed in Dreamweaver, Adobe Flash, and basic HTML hand-coding

**EXPERIENCE:**

Freelance Graphic Designer, 1988 - Present

Currently based in Bear Creek Village, PA, I specialize in Graphic Design and Creative Direction for a wide variety of clients

*Creative Director* - Manages all aspects of creative work contracted by my corporation, Cauldron, Inc.

- Responsible for all client communications and client deliverables
- Reviews all major deliverables (i.e. strategic brief, function spec, tech spec, etc.) to ensure quality standards
- Makes sure that client expectations are met
- Provides a regular two-way communication between client and self
- Provides strong representation while setting proper client expectations
- Understanding of client capabilities and services
- Creates and executes strong, innovative, visual concepts, working closely with client

**GENERAL RESPONSIBILITIES:** Concept, Design, Presentation, Execution and Production of all projects

**EDUCATION:**

- *Degree:* A.S., Visual Communications • The Art Institute of Pittsburgh, 1988 - 1989
- *Additional Study:* Kent State University, School of Architecture, 1985 - 1987

**REFERENCES:**

- *Highborn Outdoors* - Jared Wilson - (208) 466-9975
- *Zoltun Studios, Inc.* - Rick Zoltun - (412) 488-2623

(Additional references available upon request)

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### **PAST/CURRENT CLIENTS:**

Partial Client List (1988 – Present)

*(Note: Clients are listed randomly and not in any order of importance or value)*

Provided/Provides Art Direction and Client Services Management for:

- Amazon.com
- Margaret Cho / Clownery Records
- Camber Spine
- CPD Medical
- IMSE - Institute of Musculoskeleton Science & Education
- AnatoMed Medical
- Magic Valley Regional Medical Center
- Ardolino's Pizza
- Zoltun Studios, Inc. (Pittsburgh)
- Conemaugh Health System
- Dutch Wonderland Themepark
- Bumperkrop Coffee Co.
- Gilfillan Farms
- Beggars Banquet Records - UK Office
- Iron Mountain
- Maersk Line
- Rosen Law Firm
- Spiggle Law Firm
- Revnew/Stephen Arnold Music
- Tech-Uncensored
- Wire By Design
- Faith Popcorn's BrainReserve NYC
- Eaton
- Jones Soda
- The Continental Restaurant and Martini Bar
- The Bank Night Club
- Boomers! An Explosion of Fun
- The Children's Hospital of Philadelphia
- Universal Services Assoc. (USA)
- Ibanez Guitars
- M&M Mars
- Nabisco
- Johnson & Johnson
- Hanover Foods
- Kunzler Meats
- NBC Universal
- Wolgamuth Sauce Co.
- Emperor Penguin Recordings
- Micron Technology
- Accura Outdoors
- American Greetings
- Philip Morris (Altria)
- Philips Respironics
- The Magic of TJ Hill