

deZign•effects

a full service graphic design studio

Thank you for viewing my portfolio.

This is only a small portion of work,
I have created over the last 33 + years.
I love to be creative and challenge myself.

Thanks
Pete

ADDITIONAL PORTFOLIOS:

Marine Signage Portfolio ([view pdf](#))

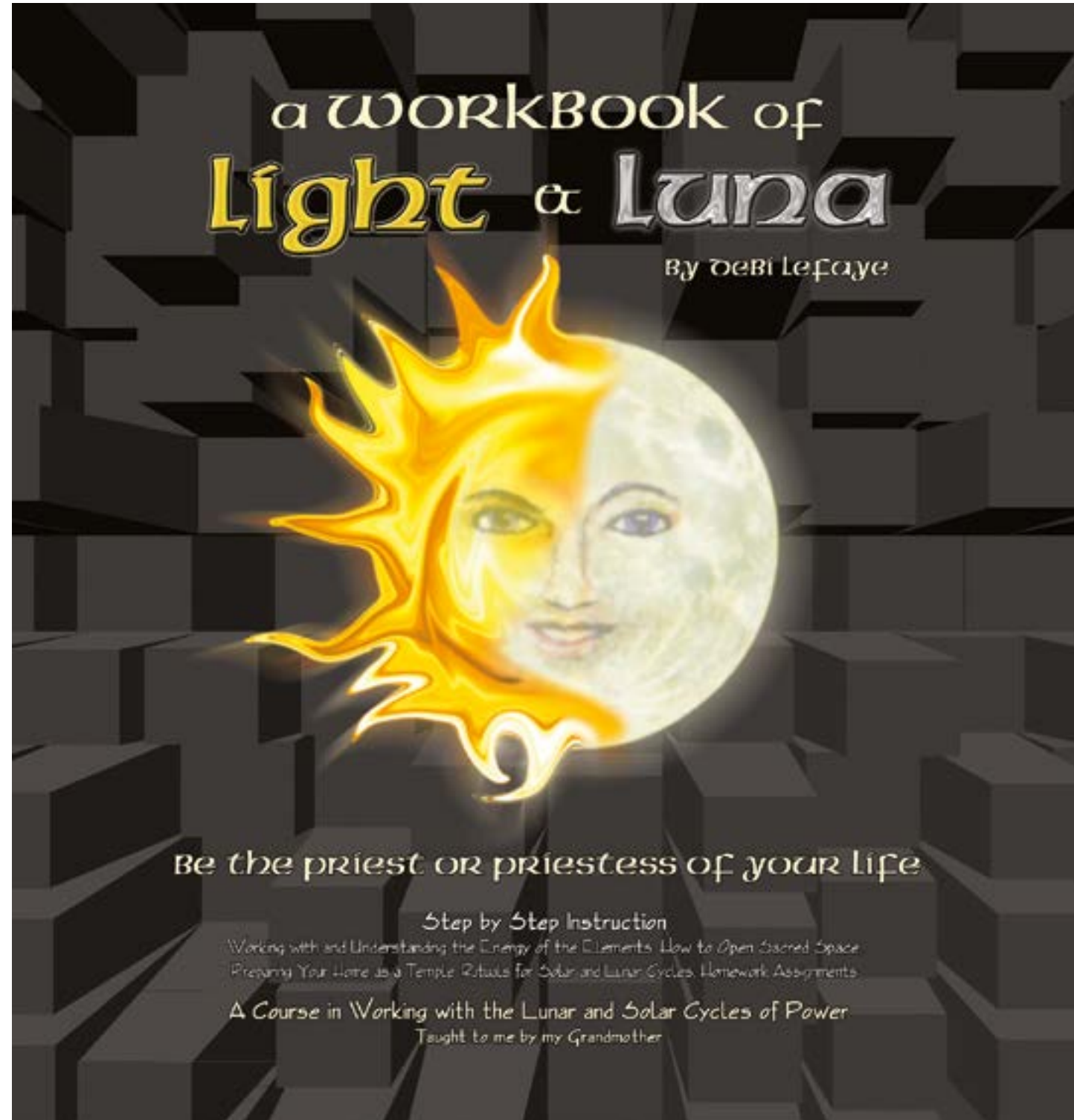
Photoshop Manipulation Portfolio ([view pdf](#))

book covers	2
brochures/catalogs	12
infographics	18
logos	24
packaging	26
photoshop	30
screen printing	36
signage	40
letters of recommendation	44
resume	47

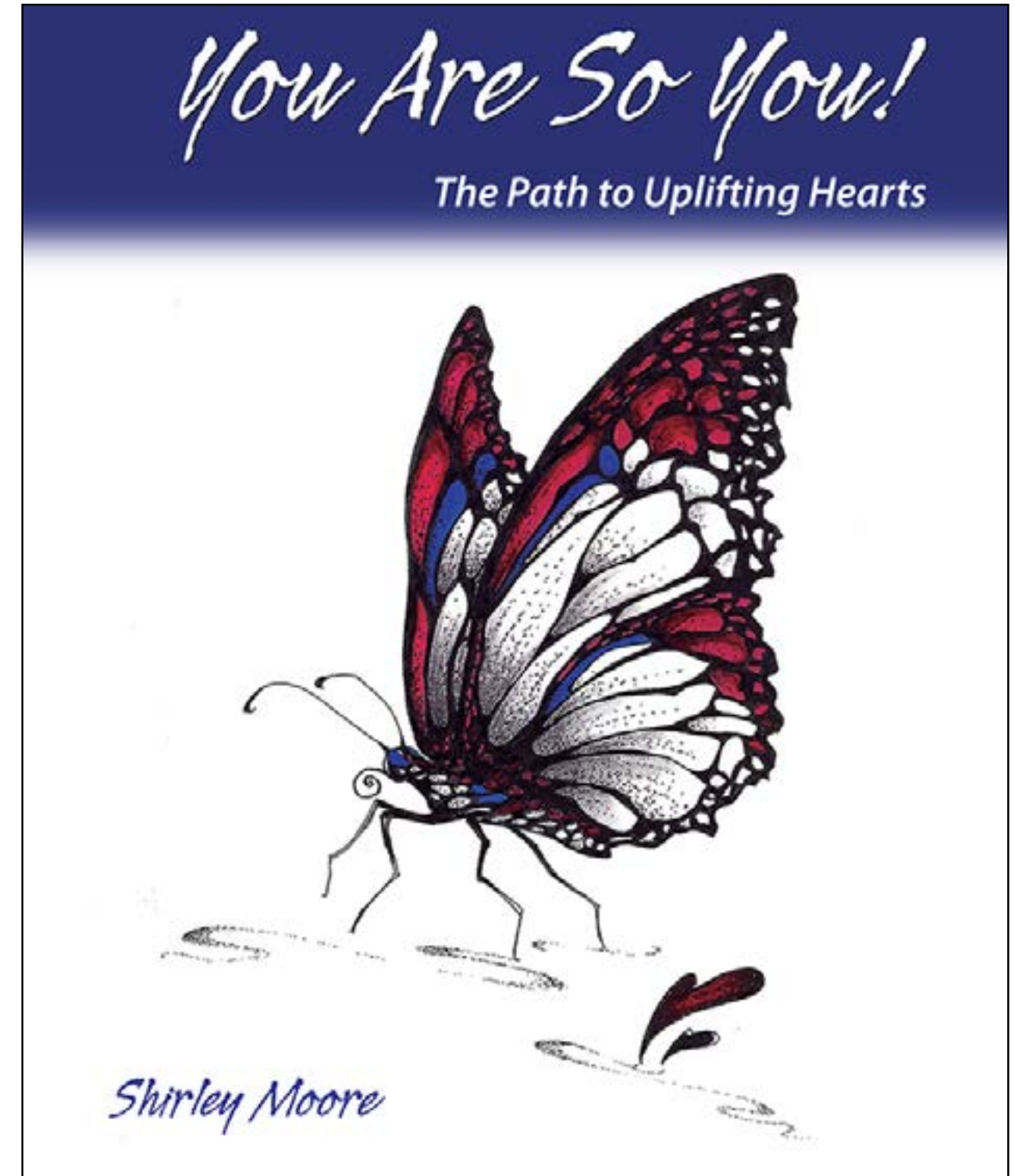
graphic design [graf-ik dih-zahyn] *noun*

the art or profession of visual communication that combines images, words, and ideas to convey information to an audience, especially to produce a specific effect.

2014



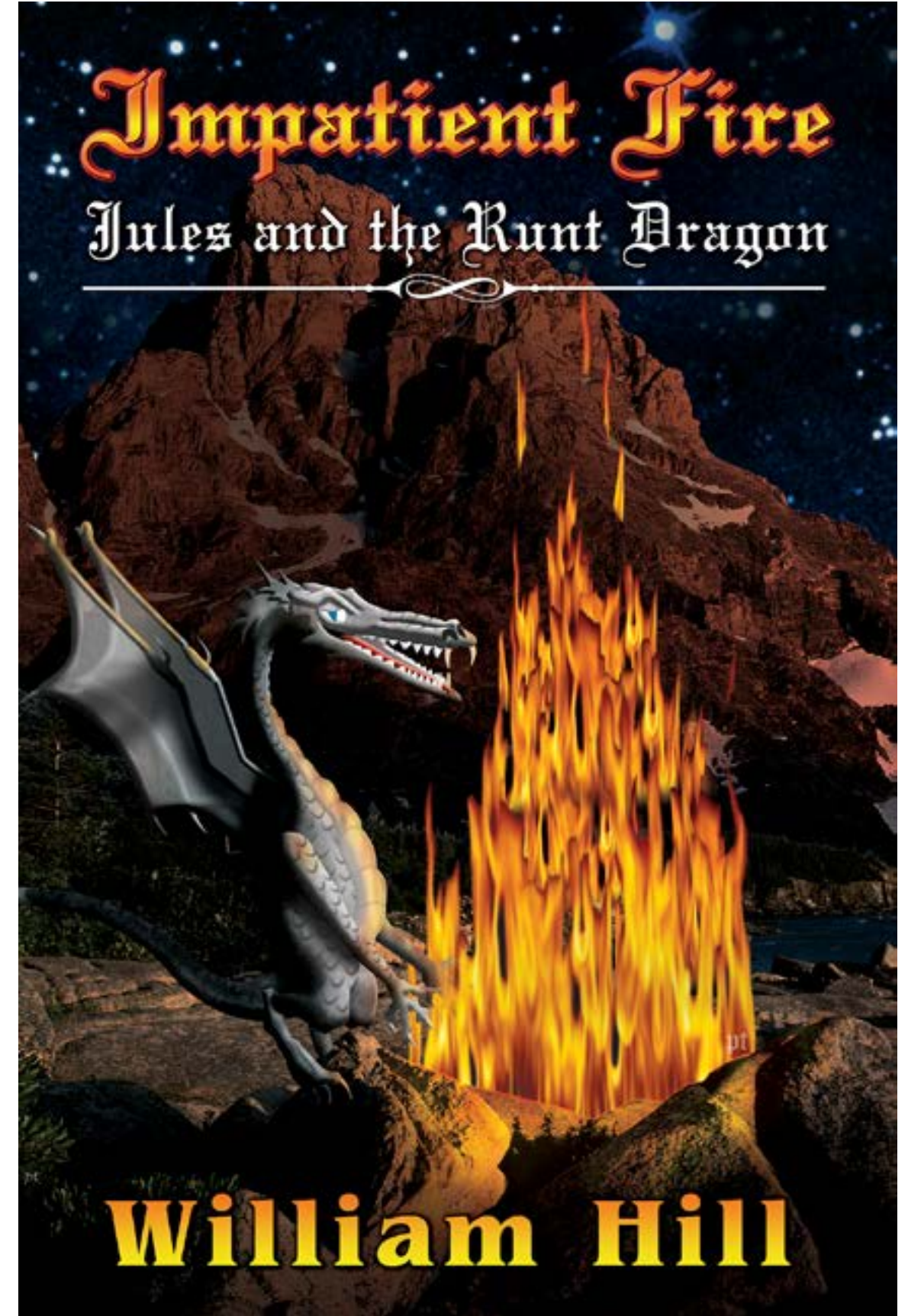
2015



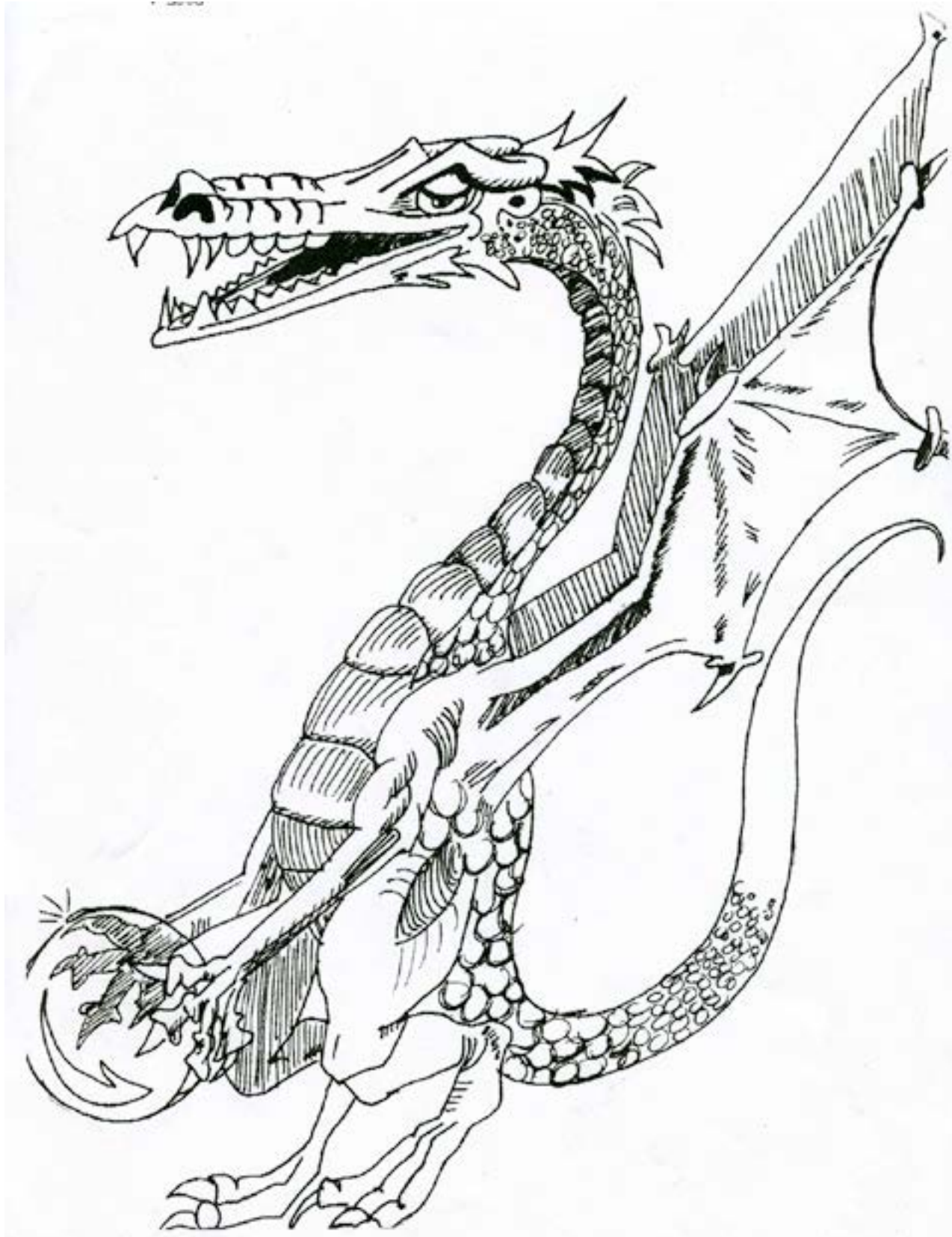
2001



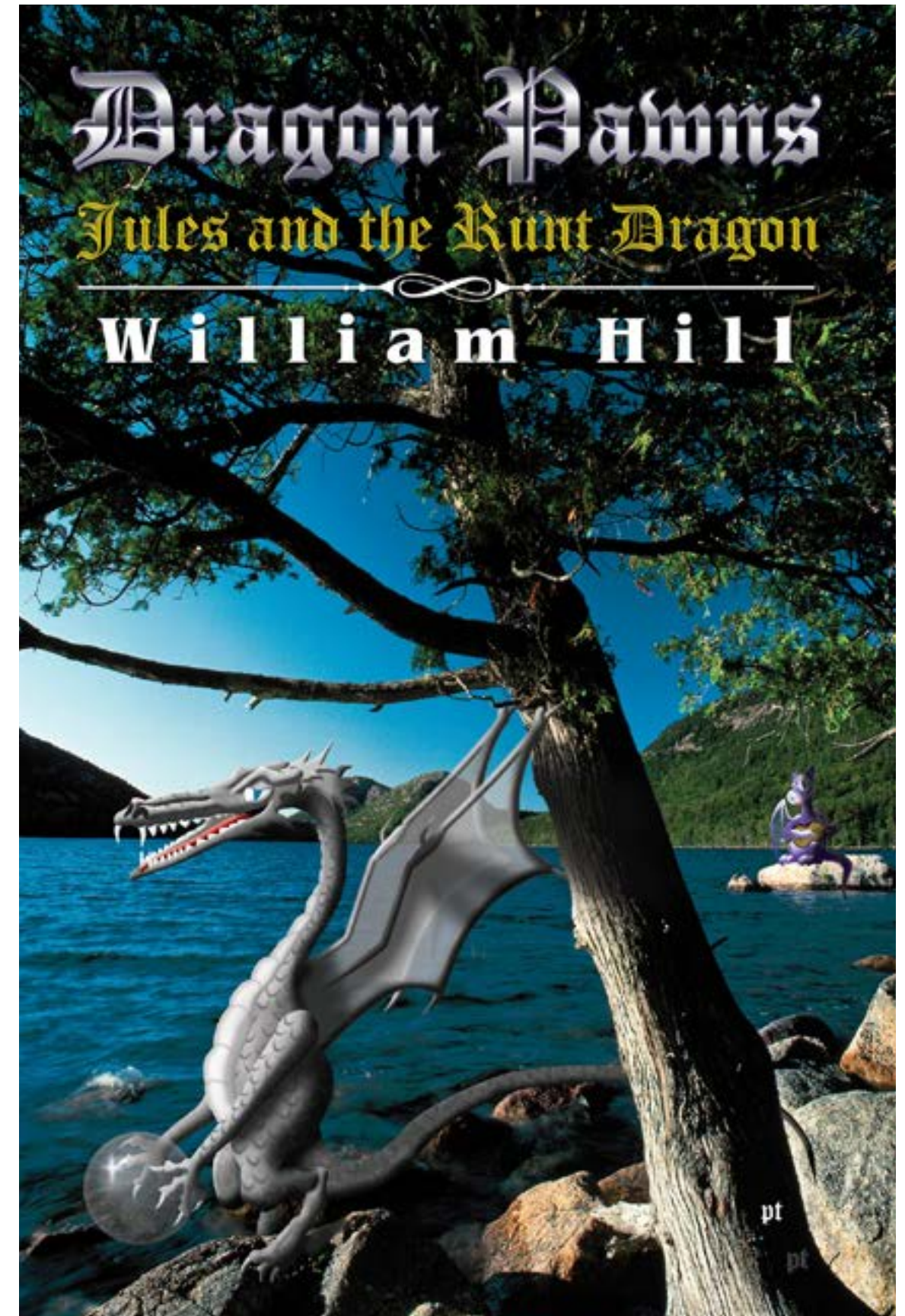
2005



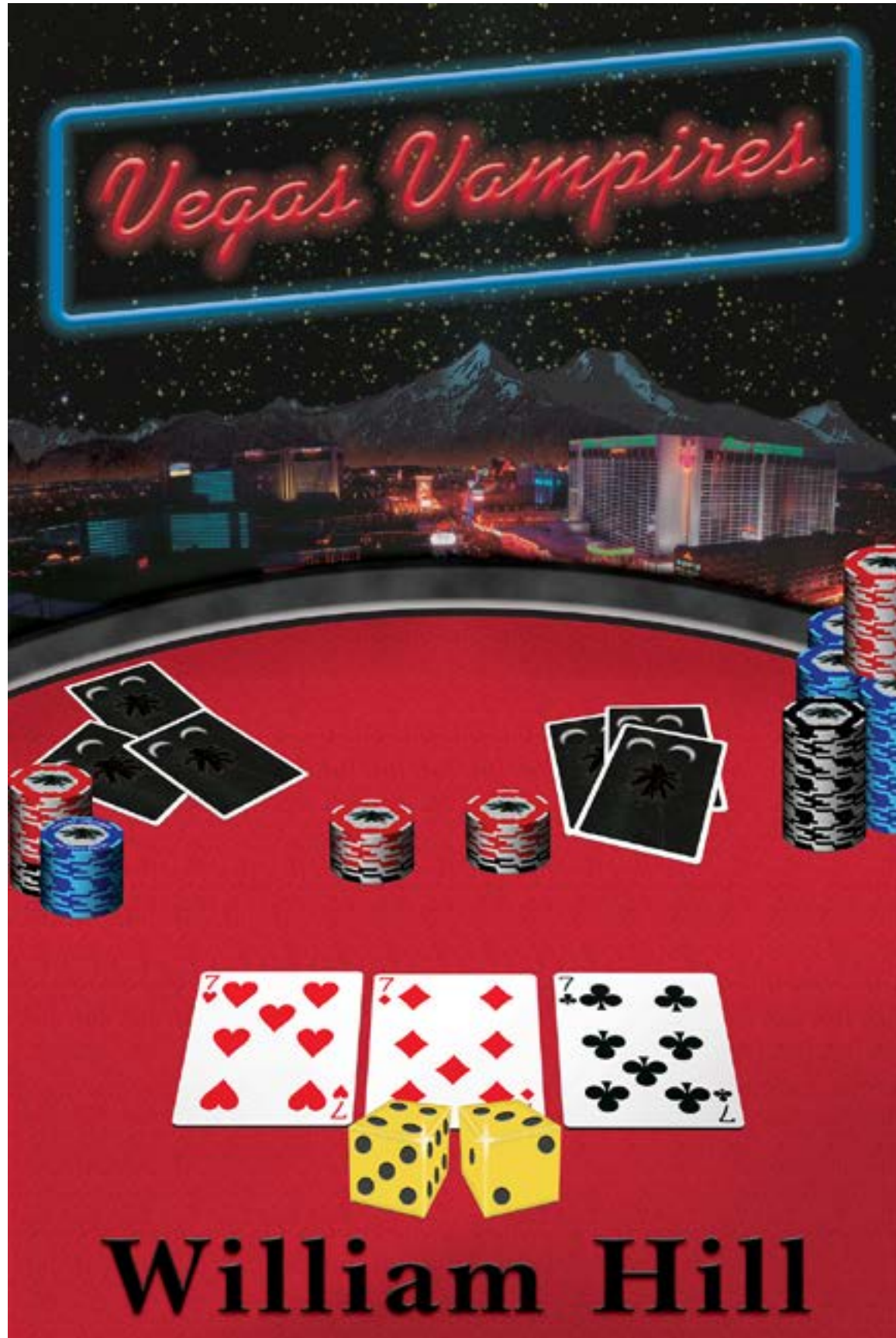
This was hand drawn in ink, scanned and illustrated in photoshop



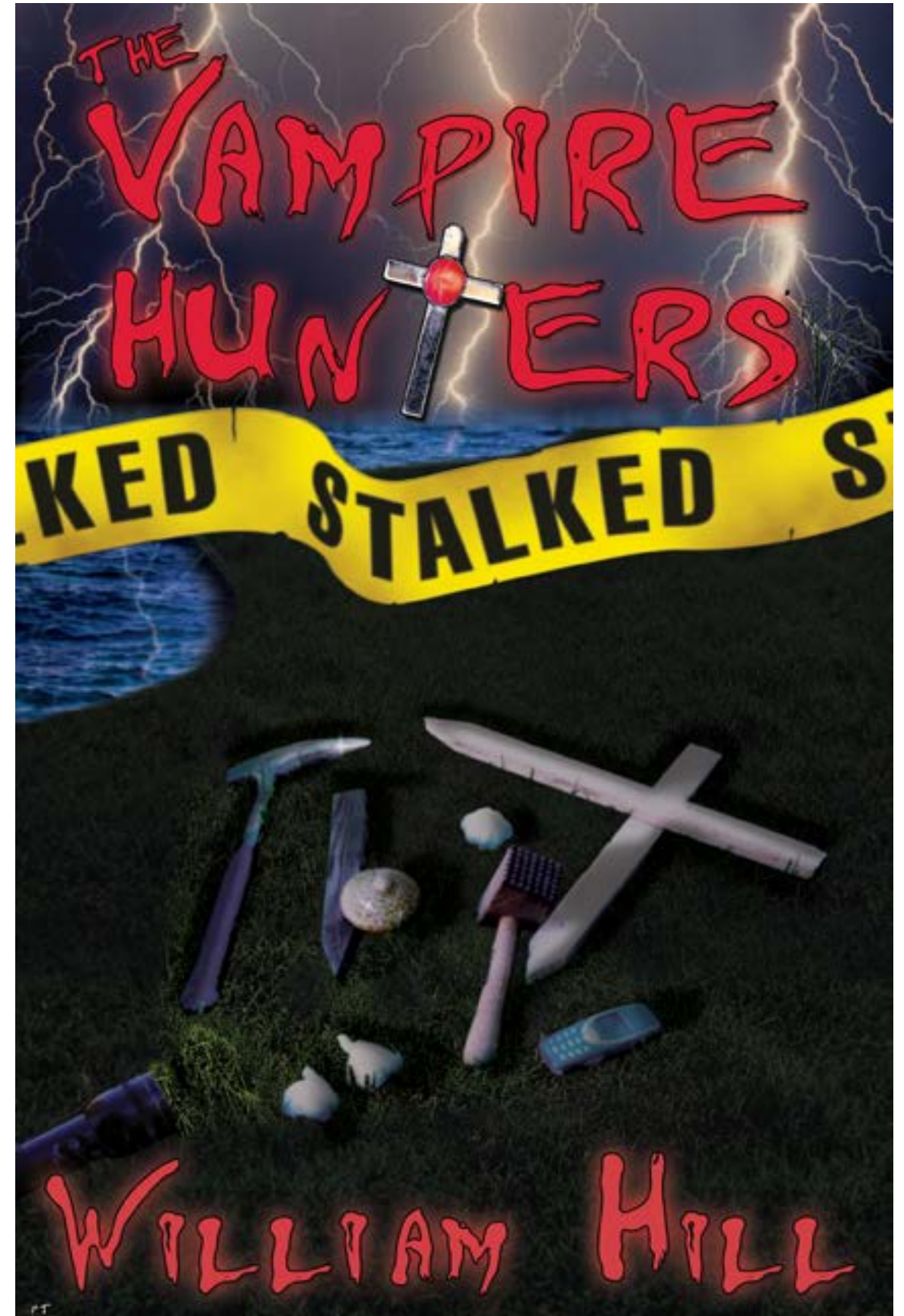
2005



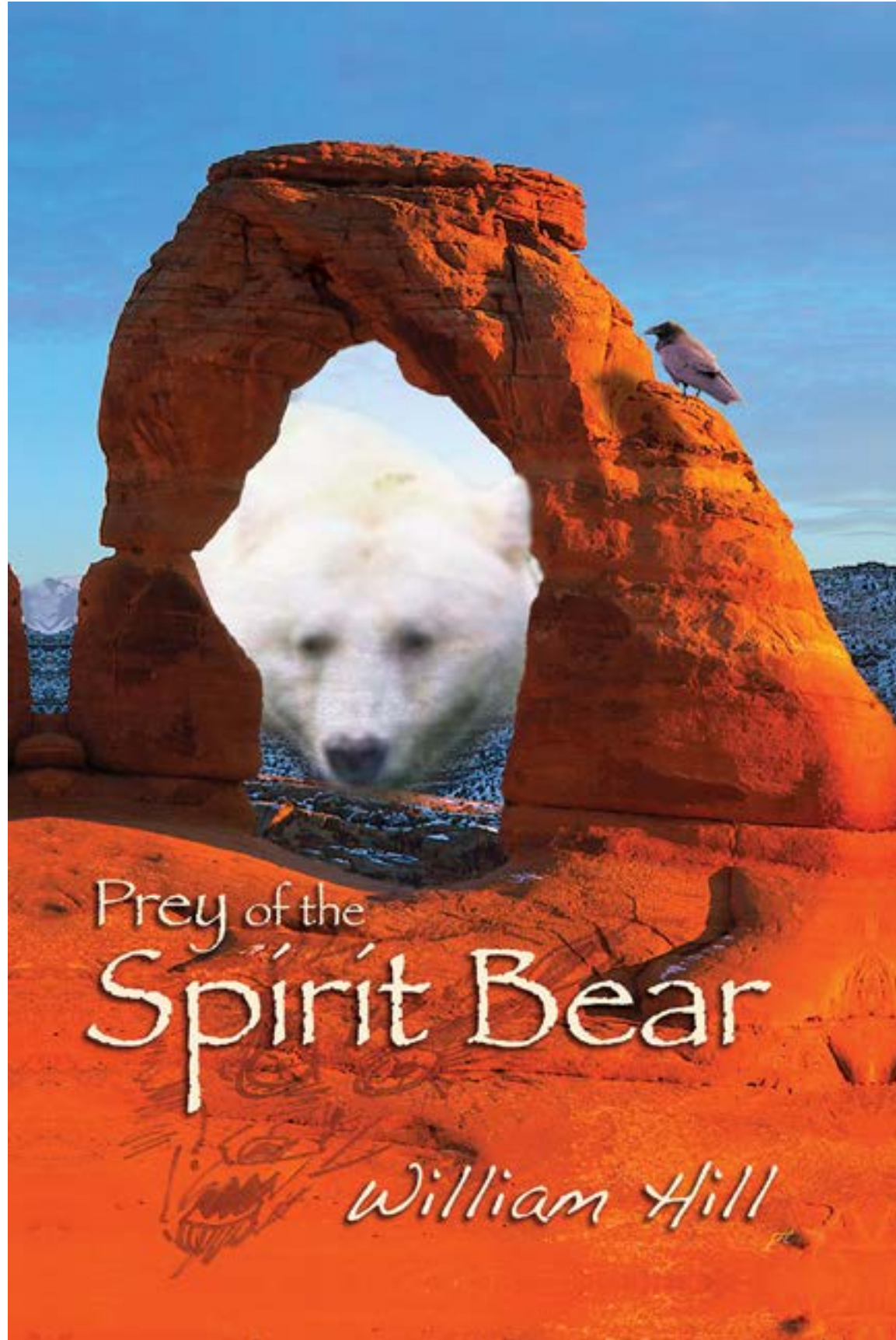
2005



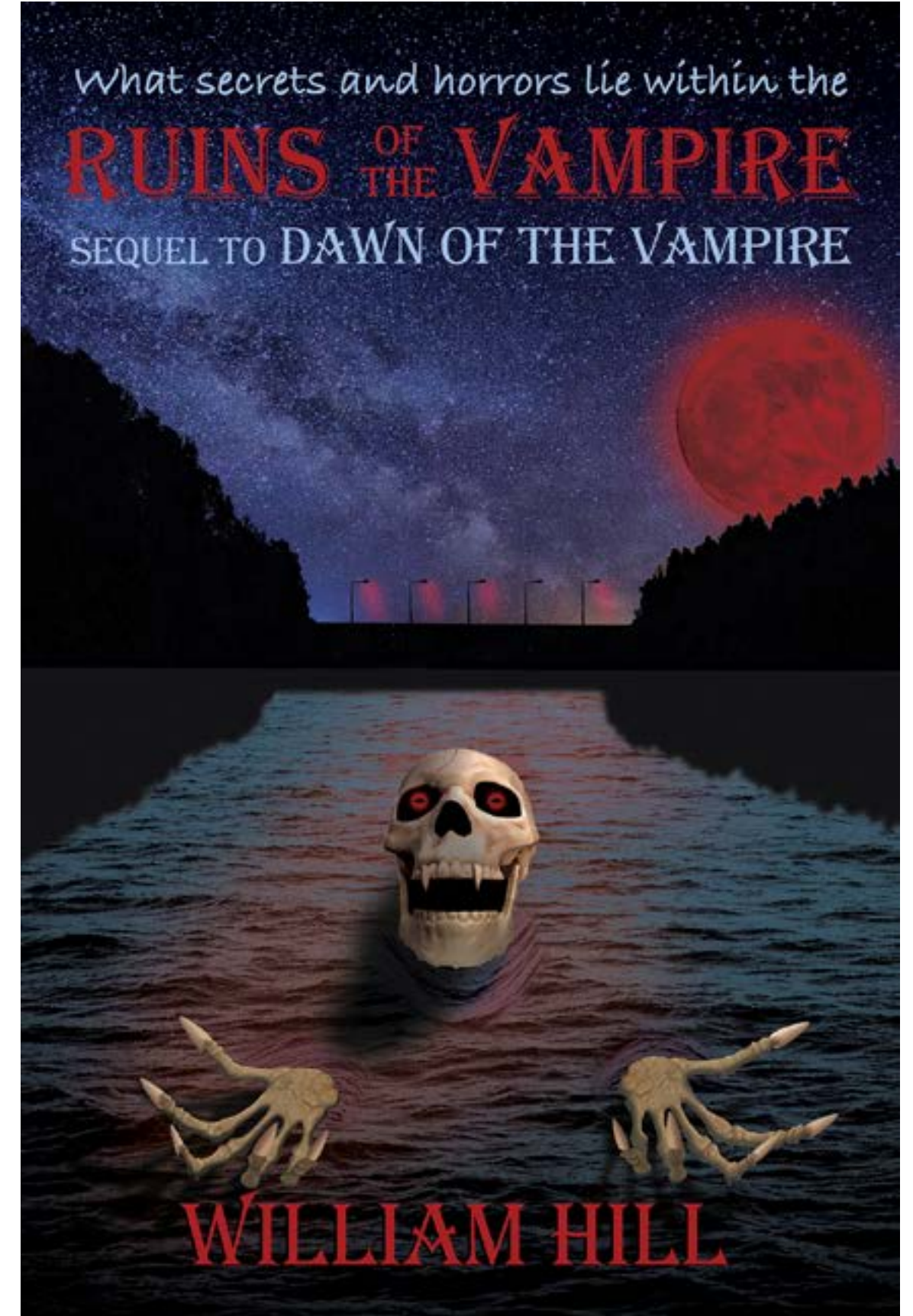
2006



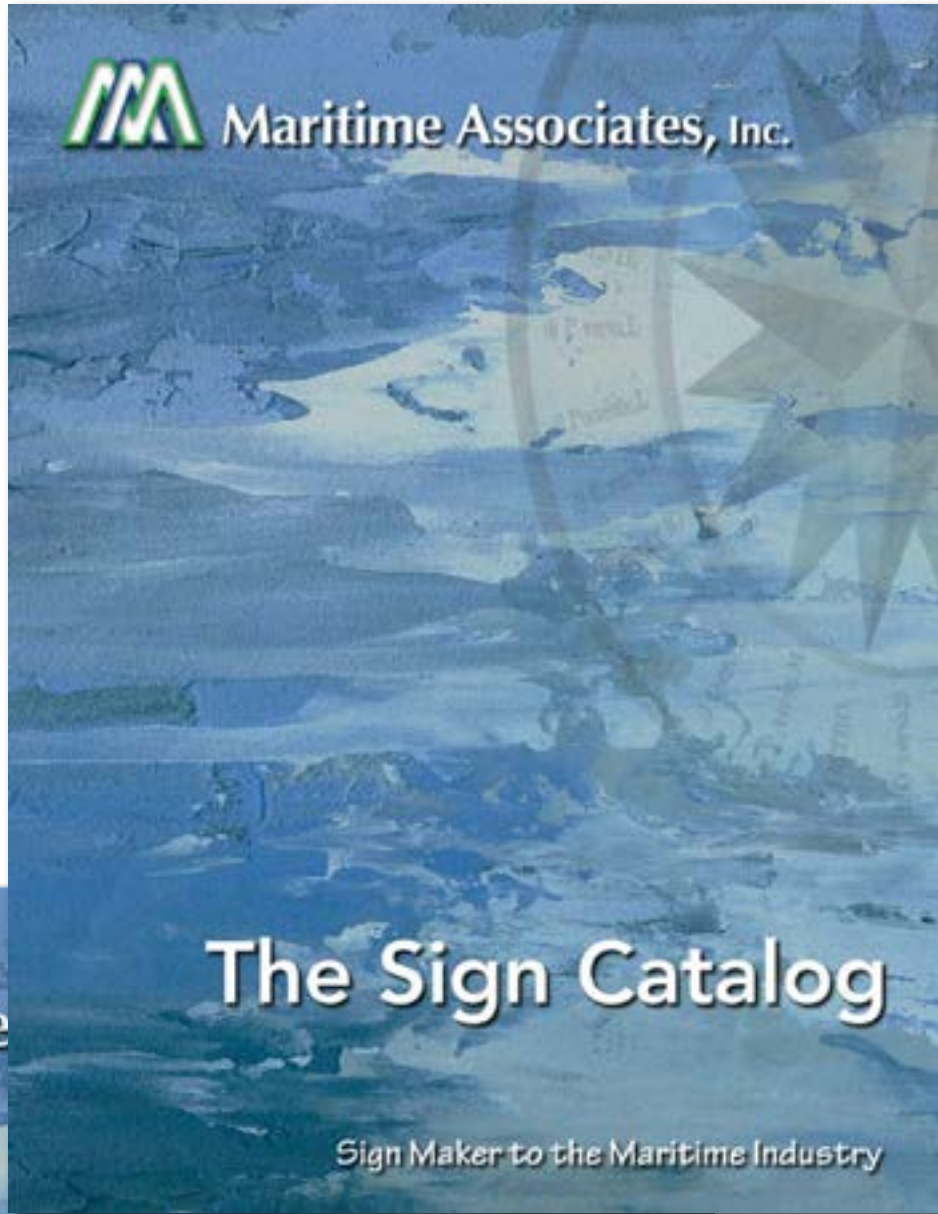
2012



2022



Maritime Associates
The Sign Catalog 42 pages
([view pdf sample](#))
2012

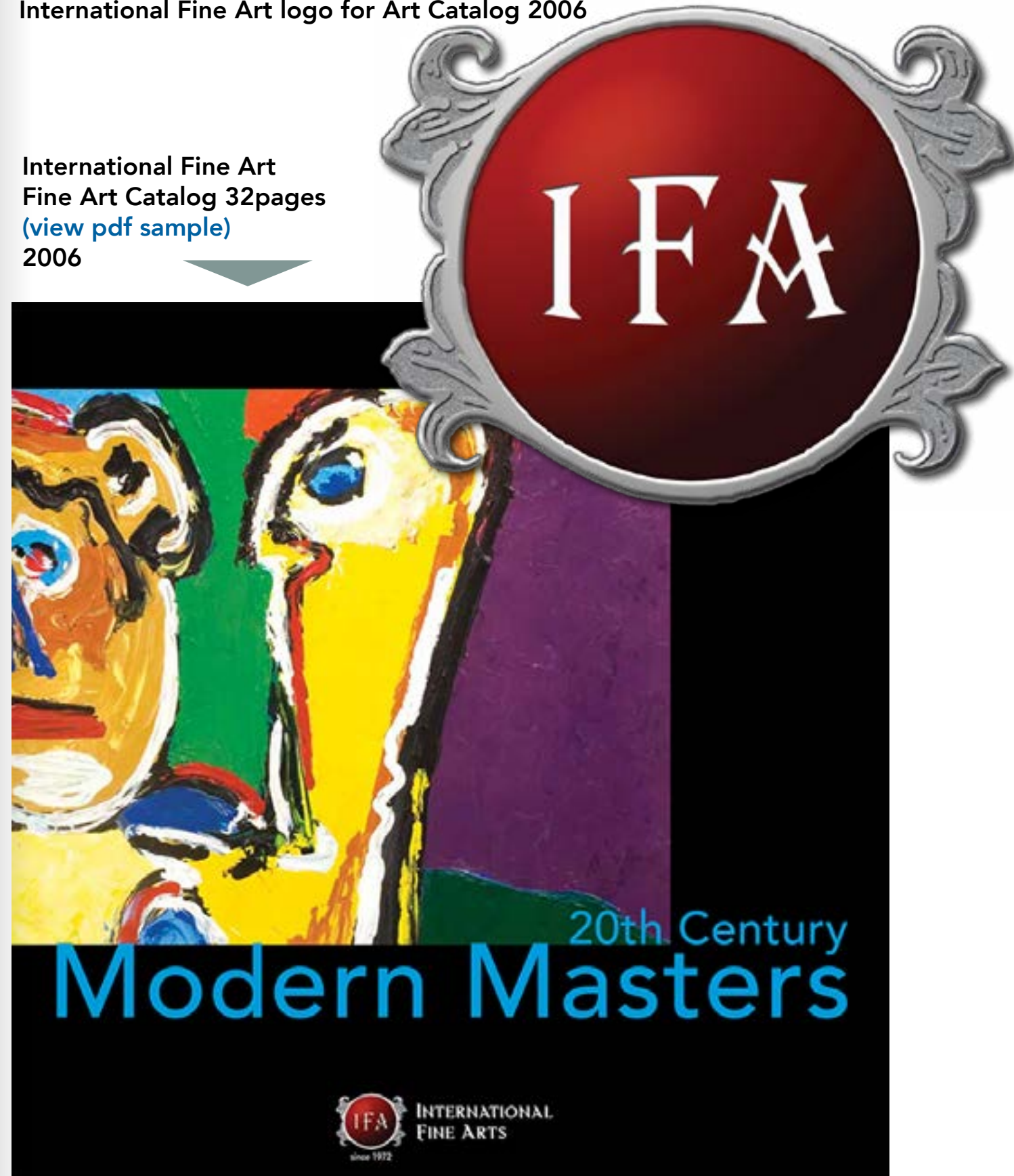


Maritime Associates
Brochure 16 pages
([view pdf sample](#))
2008

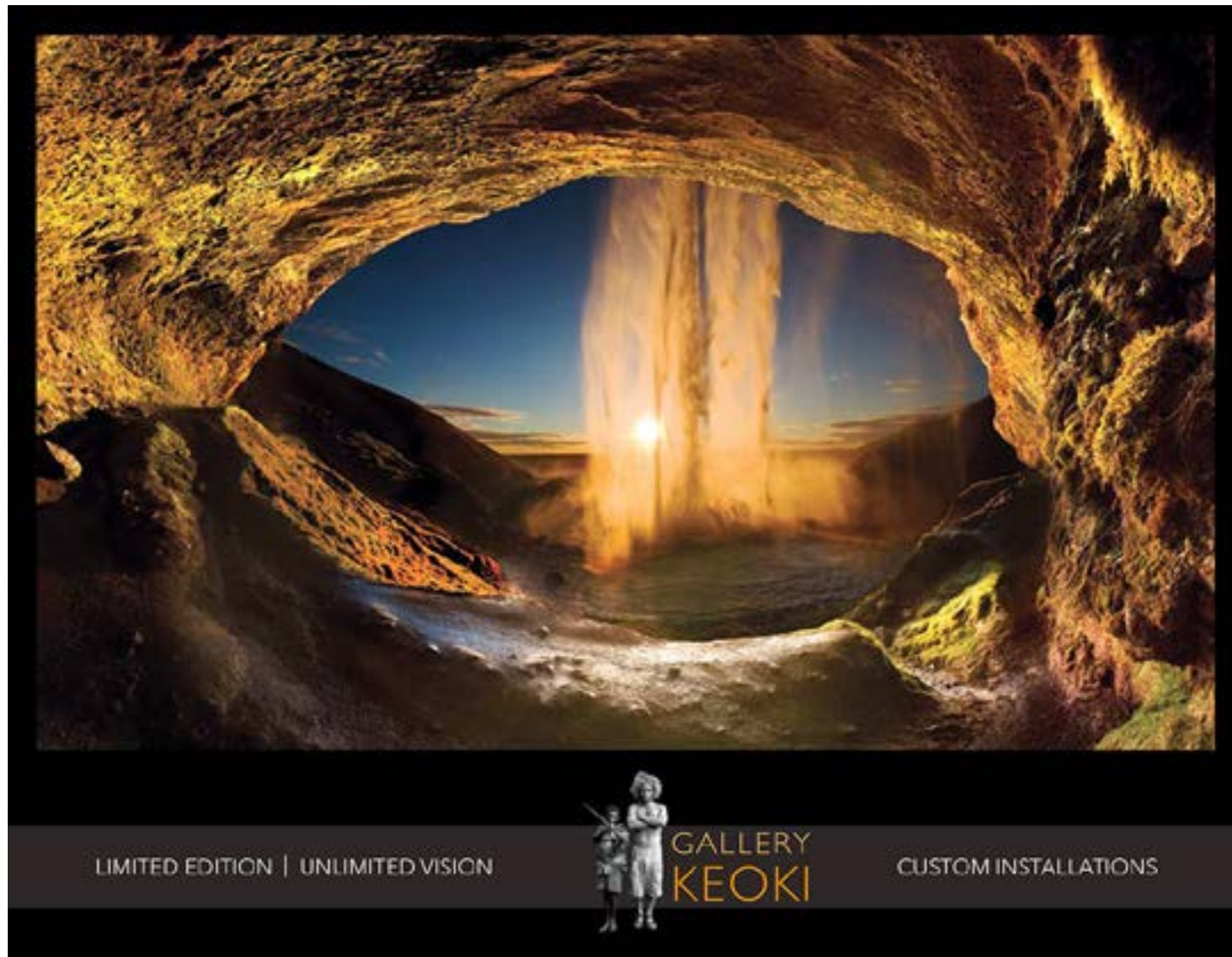


International Fine Art logo for Art Catalog 2006

International Fine Art
Fine Art Catalog 32pages
([view pdf sample](#))
2006



Gallery Keoki Brochure 24 pages ([view pdf sample](#)) 2018



Organic Intelligence Brochure 8 pages ([view pdf sample](#)) 2018



Points North Brochure 8pages folded 2013



Points North Brochure 8pages folded 2013



Redesign Cabin Escape Plan for Princess Cruises from verbage to pictogram 2014

If Emergency Alarm sounds go to your Muster Station

HEAR ALARM SEVEN (7) SHORT BLASTS + ONE (1) LONG BLAST

CARRY YOUR LIFE JACKET + WARM CLOTHING + MEDICATION TO YOUR MUSTER STATION **A** THEATER TERRACE & WHEELHOUSE BAR ON DECK 7

FOLLOW EXIT ROUTE

YOU ARE HERE EXIT ROUTE TO MUSTER STATION ALTERNATE EXIT ROUTE TO MUSTER STATION MUSTER STATION

1 2 3 4

LIFE JACKET

© 2014 Princess Cruise Lines, Inc. www.princesscruises.com

Old style verbiage Cabin Escape Plan for Princess Cruises (This was replaced by previous page)

Your Muster Station is **A on Deck 7 Princess Theater**

IF EMERGENCY ALARM SOUNDS GO TO YOUR MUSTER STATION

DECK 12

YOU ARE HERE PRIMARY EXIT TO MUSTER STATION EMERGENCY EXIT MUSTER STATION

EMERGENCY SIGNAL
The general emergency signal consists of seven or more short blasts followed by one long blast on the ship's whistle and alarms.
On hearing this signal you should put on warm clothing, a head covering, and proceed to your muster station carrying your lifejacket.
Remember to take with you ANY medication that you are currently using.
IF FOR ANY REASON YOU ARE UNABLE TO RETURN TO YOUR CABIN then proceed directly to your Muster Station where a lifejacket will be provided for you.

MUSTER STATION
A Muster Station is a place where passengers assemble in an emergency. The Muster Stations on this ship are shown on the plan above.
To find your Muster Station follow these signs:
Follow the instructions given by the crew members and given over the public address system.
Do not use the elevators.
If the nearest exit is blocked, use the alternative exit shown on the plan above.

ACTION ON ARRIVAL TO YOUR MUSTER STATION
Remain calm and follow the instructions of the crew members in your Muster Station.
Put on your lifejacket. IF YOU DO NOT HAVE A LIFEJACKET CREW MEMBERS WILL OBTAIN ONE FOR YOU.
LIFEJACKET
Your lifejacket is stowed in your cabin. Lifejackets for children and persons weighing less than 70 lbs. will be provided on request by your bedroom steward.

How to wear your lifejacket

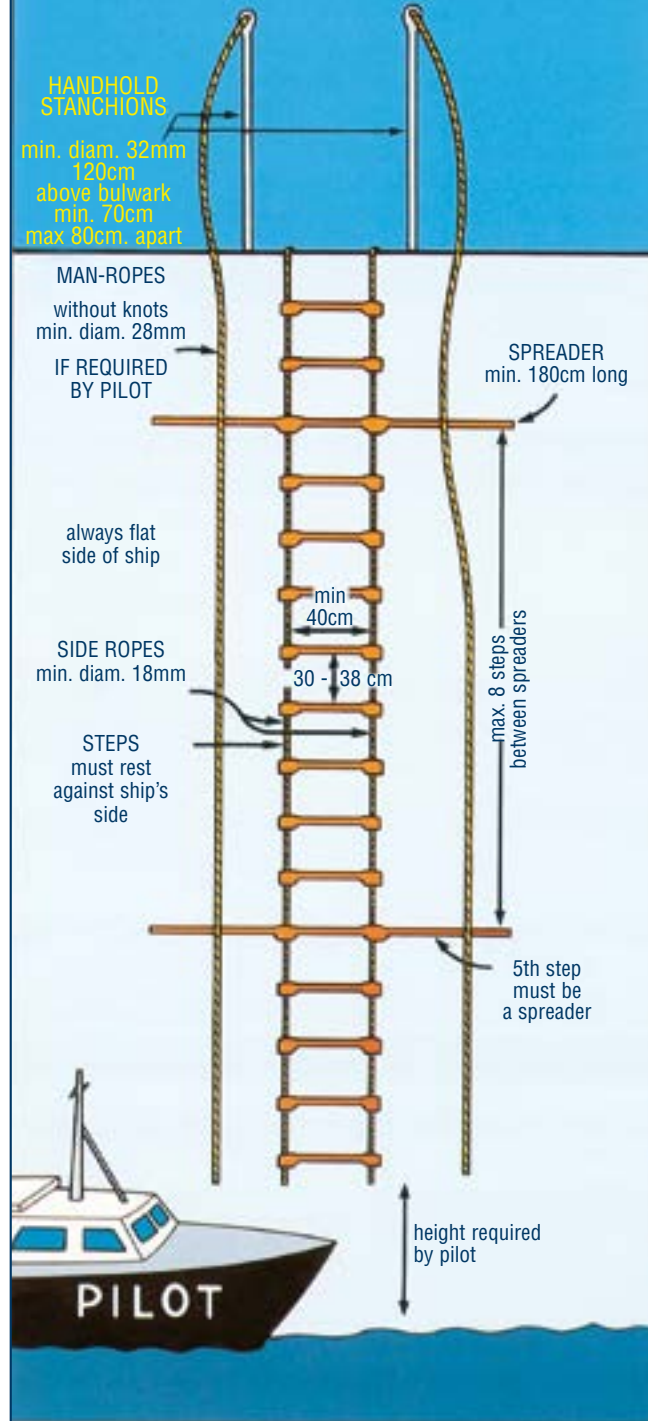
- Place lifejacket over your head
- Connect velcro straps
- Pass belt around waist and connect buckle by pushing two parts firmly together
- Pull securing tape as tight as possible (aided by holding on to right hand post)
- There is a light and whistle attached to the lifejacket

LOW LOCATION LIGHTING
In the event of an emergency, a low level guidance system will be operated automatically. This consists of a lighted strip near the floor in corridors. Follow the lighted strip and it will lead to an exit. If there is smoke in the corridor, keep close to the floor and crawl if necessary to avoid breathing the smoke and to be able to see more clearly.

PLEASE READ AND TAKE CAREFUL NOTE OF THE CONTENTS OF THIS NOTICE

Maritime Associates Safety Poster 2011

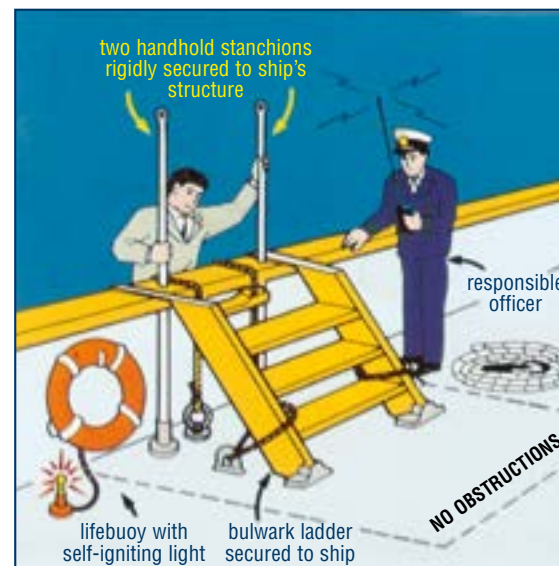
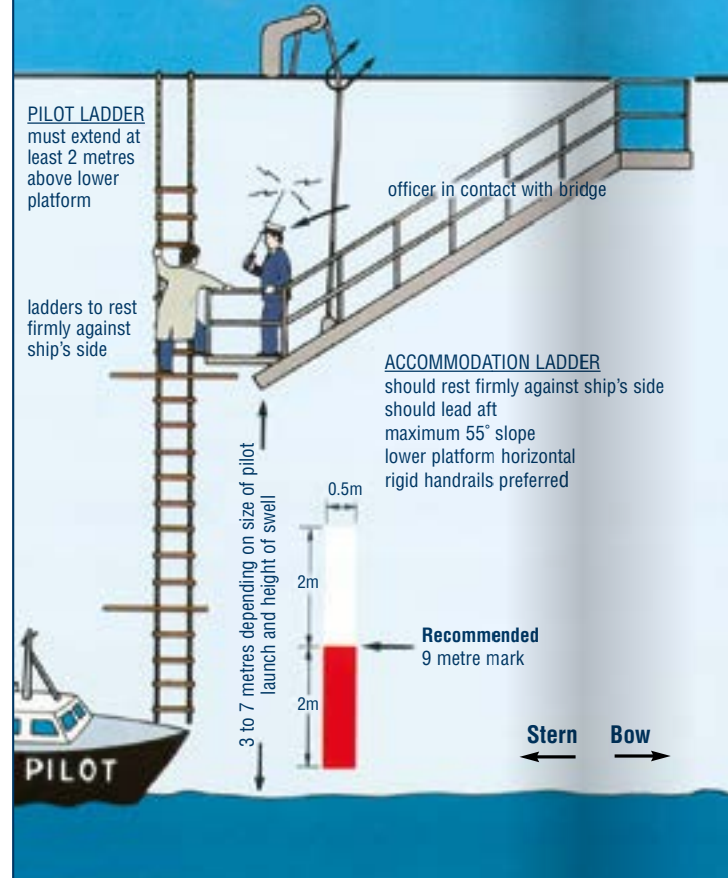
RIGGING FOR FREEBOARDS OF 9 METRES OR LESS



REQUIRED BOARDING ARRANGEMENTS FOR PILOT

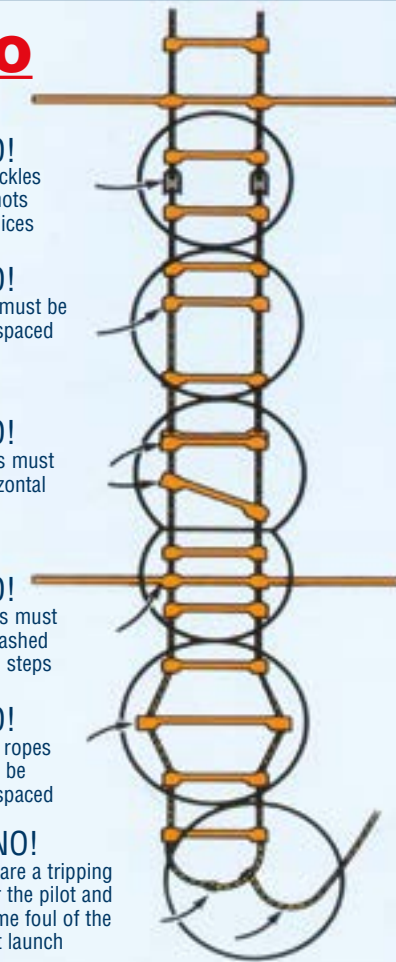
In accordance with I.M.O. Requirements and I.M.P.A recommendations

SHIPS WITH HIGH FREEBOARD (MORE THAN 9M)
When no side door available



NO

- NO!
no shackles
no knots
no splices
- NO!
the steps must be equally spaced
- NO!
the steps must be horizontal
- NO!
spreaders must not be lashed between steps
- NO!
the side ropes must be equally spaced
- NO!
the loops are a tripping hazard for the pilot and can become foul of the pilot launch



NO

very dangerous ladder too long



Maritime Associates Safety Poster 2008

MARIN-ARK LIFERAFT SYSTEM

- 1
- 2
- 3
- 4
- 5
- 6
- 7

An ISM Code Safety Poster

Maritime Associates, Inc.
775-832-2422 | Fax 775-832-2424 | www.marinesigns.com

SP 68

Maritime Associates Safety Poster 2004

LAUNCHING PROCEDURES FOR RESCUE BOAT

PREPARATION BEFORE LAUNCHING CHECK THE PAINTERLINE IS RIGGED

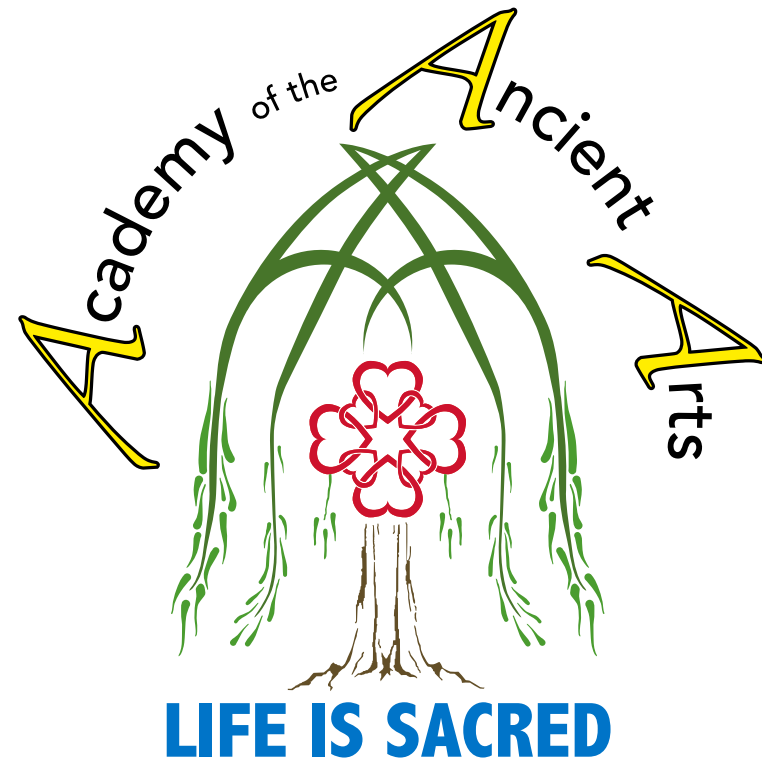
- 1 EMBARKATION
- EMBARK THE BOAT FROM THE PLATFORM
- CHECK THE CREW ARE SEATED
- 2 EXTEND DAVIT ARM
CONTROL PANEL:
OPEN OUT
CLOSE IN
[A] [B]
- OPERATE LEVER [A] TO OPEN ISOLATION VALVE
- OPERATE LEVER [B] TO EXTEND THE DAVIT ARM FULLY
- 3 START ENGINE
- START ENGINE
- 4 LOWER BOAT
- LOWER THE BOAT USING BRAKE CONTROL [C]
- 5 RELEASE HOOK
- RELEASE THE HOOK WHEN WATERBORNE
- 6 RELEASE PAINTERLINE
- LET GO THE PAINTERLINE WHEN MOVING AHEAD

An ISM Code Safety Poster

Maritime Associates, Inc.
775-832-2422 | Fax 775-832-2424 | www.marinesigns.com

PWN 164EG

Miscellaneous logos



Pacific West Design, Inc.



Hot Sauce labels 1999



Logo for box packaging for products not to market yet 2017



Box packaging for products not to market yet 2017



Propolis CD packaging 2001

front cover



Propolis CD packaging 2001

back cover



compact disc



inside



Adolph Gasser building in downtown San Francisco.
This project is still in plan and permit, ETA completion fall 2020.

AFTER



BEFORE



This started by stitching 32 frames together.

Added bottom and clouds,
removed skier from foreground,
fixed snow on bottom right,
filled in missing areas.

This is fine art limited edition release.
Original size 123 x 49"

AFTER



BEFORE

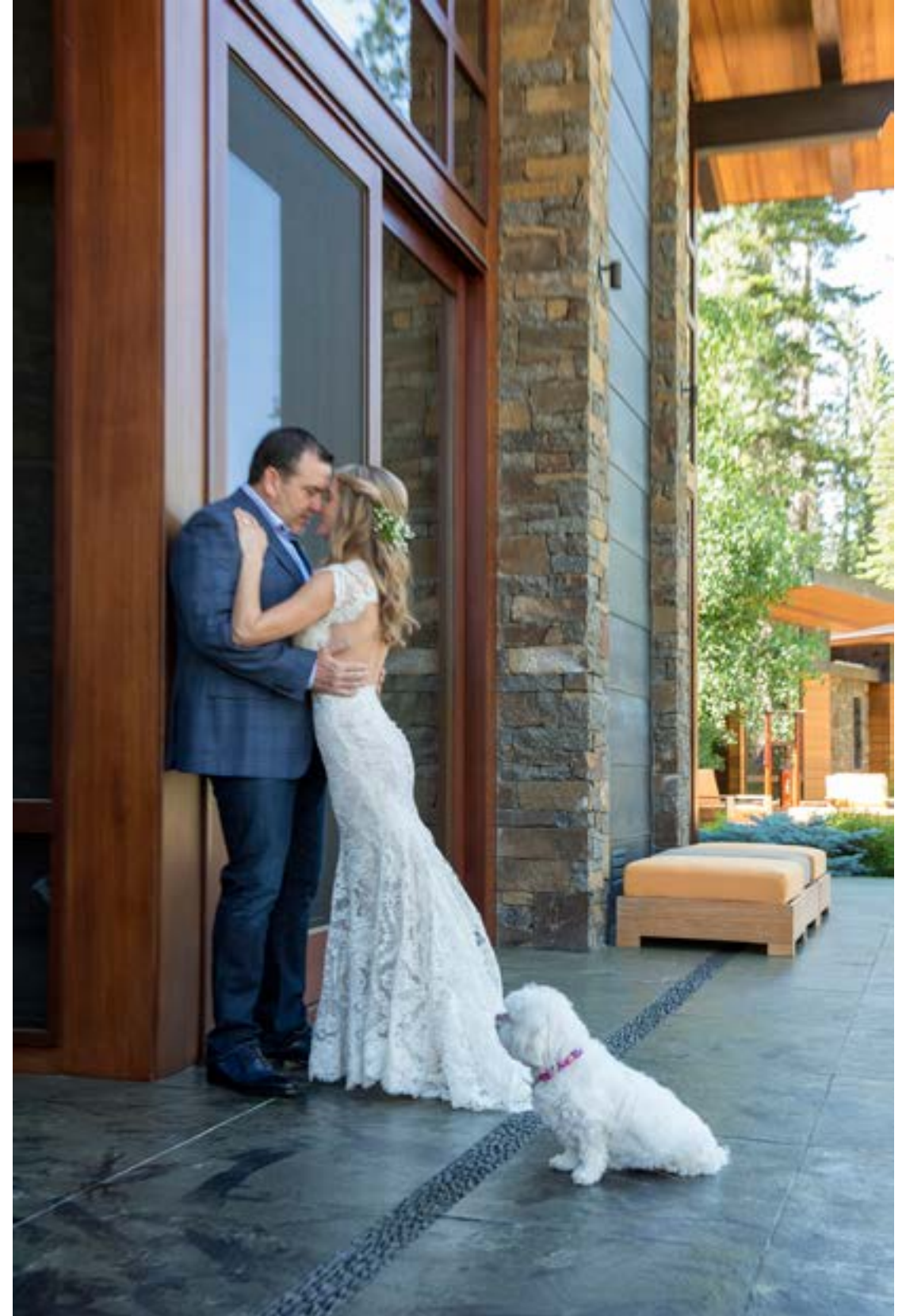


Removed dog from wedding photo.

AFTER



BEFORE



2002

1987



1988



2004



2008



Alaskan Highway Ferries 2010

Way Finding

I also have an in depth marine signage portfolio (view pdf)

YOU ARE HERE

AFT
Cabins 14A-30B
Theater Lounge
Side Lounge
Restrooms & Showers
Arcade
Child Play Area
Aft Lounge

FWD
Cabins 4-12B
First Aid
Purser

SUN DECK 7
Restrooms
Showers
Solarium

BOAT DECK 6
Forward Viewing Lounge
Restrooms
Gift Shop
Recliner Lounge
Cocktail Lounge
Cafeteria

MAIN DECK 3
Vehicle Storage

CABIN DECK 5

Full marine signage portfolio (view pdf)

Elevator Directory

mv TAKU

SUN DECK 7
Restrooms
Showers
Solarium

BOAT DECK 6
Forward Viewing Lounge
Restrooms
Gift Shop
Recliner & Cocktail Lounge
Cafeteria

CABIN DECK 5
Cabins 1 - 30B
Purser
First Aid
Theater, Side & Aft Lounge
Restrooms & Showers
Arcade
Child Play Area

MAIN DECK 3
Vehicle Storage

Emergency Information

Corridor Directory

mv TAKU

Cabins 1-29B

Lounges

mv TAKU

EMERGENCY INFORMATION

The Emergency Alarm consists of one long blast of the ship's whistle and ringing of the general alarm bells for more than 10 seconds.

On hearing this signal you should put on warm clothing and proceed directly to your Muster Station. Remember to take with you any medication that you are currently taking.

In an emergency go to nearest Muster Station on Boat Deck 6 or follow instructions of the Captain or authorized crew member.

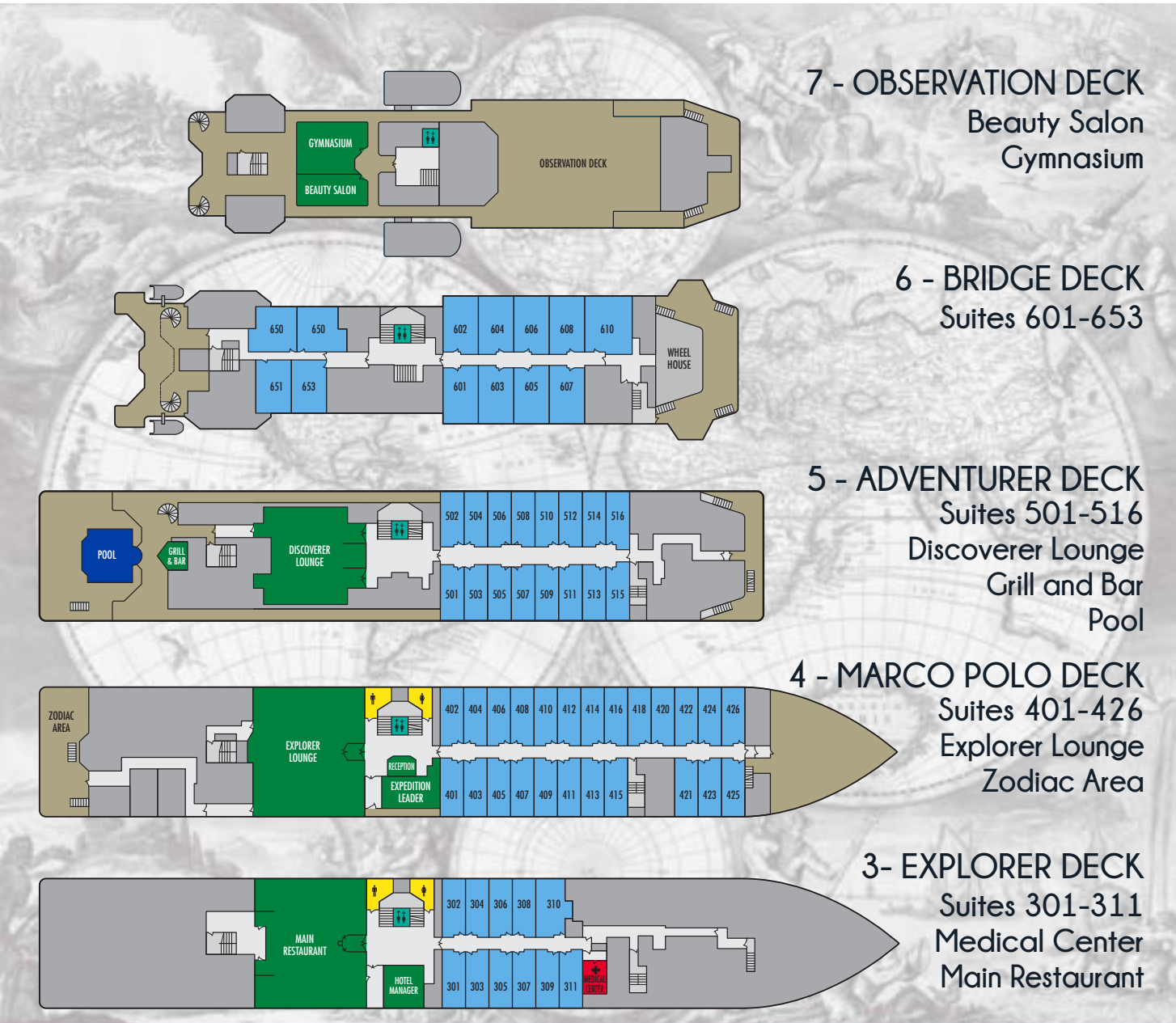
LOW LOCATION LIGHTING
In the event of an emergency a low level guidance system will be operated automatically. This consists of a illuminated strip near the floor in corridors. Follow the illuminated strip and it will lead to an exit. If there is smoke in the corridor and in stairways keep close to the floor and crawl if necessary to avoid breathing the smoke and to be able to see more clearly.

HOW TO WEAR LIFE JACKETS
Life jackets are available for each person and stored in boxes on Boat Deck 6. Adult and child (less than 70lbs) life jacket will be provided by a crew member. Put on your life jacket as illustrated and instructed by a crew member at your Muster Station.

Please read and take careful note of the contents of this safety notice.

ISP Silver Discoverer 2014

Master Directory

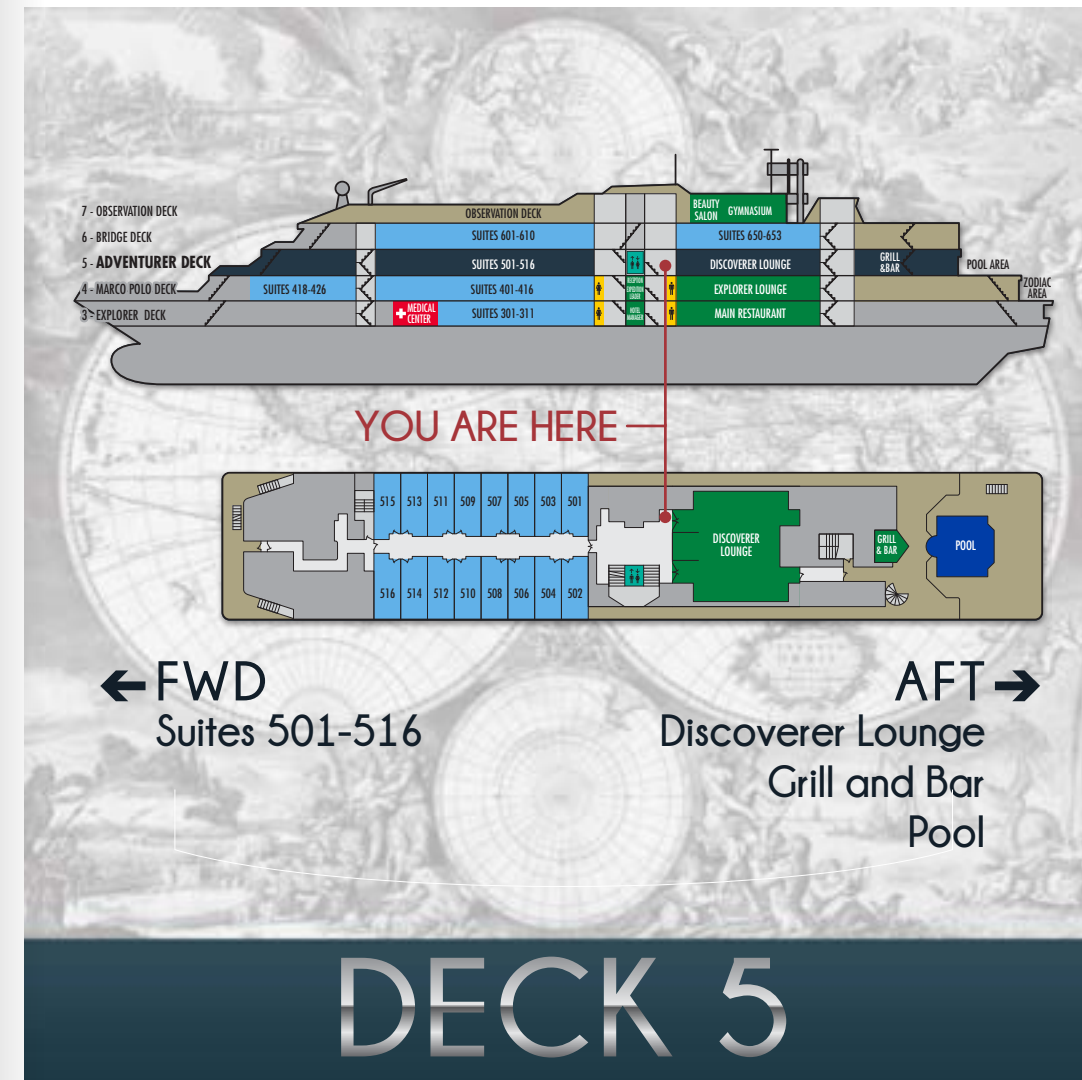


SILVER DISCOVERER

Deck Indicator



Deck 5 Wayfinding





November 19, 2019

To whom it may concern

I have worked with Pete Pilcic for almost 30 years now. Over this time we have worked together on a wide variety of projects and I can confidently say that he is exceptional.

Over this time, I have evolved my business from that of an unknown artist to a well respected international gallerist. Gallery Keoki was launched in Squaw Valley 16 years ago and recently opened a second location, on Second St, in the heart of San Francisco. We are one of Tahoe's only luxury brands and are extremely particular about everything we create. We sweat every detail and continually strive to push the boundaries of predictability in an elegant, original way. Looking back, it is clear to me that Pete is one of the primary reasons for my success!

I think what I enjoy most about working with Pete is his can-do, positive attitude. He works hard, is competent and is always fun to work with. His willingness to roll up his sleeves and invest the necessary energy to focus and get the job done in a timely, economic way is impressive. Most importantly, he is used to delivering at a level of precision that stands up to the high expectations of my clients.

Over the years I have tasked him with a myriad of projects ranging from simple, elegant design work all the way to installing my large scale fine art. In many cases I have relied on him to solve conceptually complex problems... He has a knack for finding simple solutions, sometimes even in arenas where he has no experience. This clearly is a result of his willingness and confidence to try new things, self teach, learn and grow.

With Pete's support I have become Incredibly confident in my ability to conceptualize, promote, create and install original art in monument scale. I count on him to make me look good and he never lets me down. He is a valuable asset to any team!

I recognize that this praise for Pete sounds a bit over the top but I feel it is well earned. Much of what he has created for me is tangible and real and I am glad to show you his work in person or answer any question you might have so you can see his exceptional work first hand.

Sincerely,

Keoki Flagg / Owner Gallery Keoki

Transradiant Institute, Inc.
2489 Baja Cerro Circle
San Diego, CA 92109

July 20, 2020

RE: Pete Pilcic, DeZignEffects

To Whom it May Concern,

I have worked with Pete Pilcic for two decades. I highly recommend his services.

Pete is a pearl. He is exceptional in that he has a well-organized workflow, a very broad skillset, a great eye for simple solutions to complex problems, while always presenting himself with enthusiasm and dedication. And Pete always has his eye on the client's best interest.

I hired Pete in several capacities. Pete built my own website. During my time as Owner and Managing Director of Gallery Keoki Pete built our website and produced all graphics. Pete also did our more complex art installations. During my 5 year tenure as Board Chair and Executive Director at the international Somatic Experiencing Trauma Institute, Pete built a very complex new website and practitioner directory. He currently handles projects for my consulting clients.

Pete holds an excellent work ethic and is a reliable partner. His dedication is a valuable asset to any company.

Sincerely,

Rob Gussenhoven
Transradiant Institute, Inc. Owner



14 December 2017

RE: John Peter Pilcic ("Pete")

To Whom It May Concern:

We have known Pete Pilcic for twenty-five years, as a key member of our team and also as a friend. His contributions to the success of our business were considerable.

Pete's talents in graphic design, computer and software technology, and product knowledge from design to final product were essential and his performance exemplary. His ability to manage and participate in the installation of our products was excellent and successful.

Pete has always been one of our most loyal, trustworthy, and valuable members of our company team. His focus, dedication, enthusiasm, and creative vision are valuable assets to any endeavor he undertakes.

Sincerely,

John Allen
President

PROFESSIONAL PROFILE

- Graphic Design Specialist with 30+ years of experience in the management of the complete design process, from conceptualization to delivery.
- Highly organized at large projects i.e.: Catalogs, Books, Multi-page brochures, large database driven websites with e-commerce (ask for samples).
- Experienced with *Photoshop Manipulation*
- Expert with Adobe Creative Suite (Illustrator, Photoshop, InDesign) Microsoft Office and web design applications (Dreamweaver, HTML, CSS, PHP and MYSQL).
- Adept at stretching the boundaries of web design and digital storytelling to help client's brands stand out.

PROFESSIONAL EXPERIENCE

deZign•effects, Reno, NV

A full service graphic design studio www.deZigneffects.com

Please review deZign portfolio at <http://deZigneffects.com/portfolio/PetePilcicPortfolio.pdf>

Freelance Graphic Design, November 1996 - present.

- Developed numerous marketing programs (logos, brochures, newsletters, infographics, presentations, and advertisements) and ensured that they exceeded clients expectations

Maritime Associates, Reno, NV

Signmaker to the Maritime Industry

Please review signage portfolio at <http://deZigneffects.com/portfolio/PetePilcicSignage.pdf>

Operations and Production Manager, September 1999 - August 2017

- Manage production of all projects including procurement of materials and cost management. Managed 20 employees and 2 separate facilities.
- Lead in the design, development and implementation of the graphics and production of safety and architectural signage.
- Lead in the design, advertising, collateral, and websites including all graphics and programming.
- Manage crew installations.

Tahoe Crafts Printing, Kings Beach, CA

General Manager, June 1992 - October 1996

- Oversee Art, Printing, Screen Printing and Signage departments of largest print company at Lake Tahoe. Manage, schedule and procure materials for all jobs. Managed 20 employees

ADDITIONAL SKILLS

- Highly organized and capable of multi tasking, working on many large projects at a time.
- Skilled with Microsoft Office Suite, Excel, Word and PowerPoint.

References upon request.