

Peter Florentzos : CV

Peter Florentzos is a leading design strategist with more than 18 years experience in the graphic design field. Based in Brisbane Australia, he established Florentzos Design in 1996. Florentzos Design is an award winning graphic design studio specialising in corporate identity and branding design.

Having previously worked within the architectural industry, Peter specialises in graphic design and branding requirements in the architectural, property development, retail design and interior design sectors. Peter has strengths and passion for 3 dimensional graphic design, and also specialises in the design of packaging, wine industry branding, signage and wayfinding.

Corporate Titles

Managing and Creative Director, Florentzos Pty Ltd

Qualifications

Bachelor of Arts Graphic Design, Griffith University

Professional Memberships

Founding member of AGDA (Australian Graphic Design Association)

Member AGDA

Member DIA (Design Institute of Australia)

Member of DMI (Design Management Institute—USA)

Member AIM (Australian Institute of Management)

Credentials

currently AGDA Queensland Councillor 2006, previously AGDA Queensland Councillor 1998-2004

currently AGDA Queensland Treasurer 2006, previously AGDA Queensland Councillor 2001-2003

previously AGDA National Representative 2003

Peter guest lectures at and is an external industry assessor at the Queensland College of Art—Griffith University as well as the Queensland Institute of Business Technology (QIBT), which is based at the Griffith University Mt Gravatt Campus. In 2006, Peter has been an assessor of the Griffith University Post Graduate Honors program in Graphic Design.

Peter is actively involved with the design industry. He has attended design conferences in Australia and internationally. He holds consultancy brand management roles for several clients. He is currently Professional Development coordinator for AGDA Qld and has presented at several conferences and other design related events.

Peter is a skilled communicator and has particular expertise in strategic design and interpreting corporate plans into visual and branding materials. He provides communication to a range of corporate and government clients across a broad range of industry sectors. He is known for his professional approach, easy going attitude and great sense of humour.

Peter's vision is to create a top-end design consulting firm that consistently delivers design excellence to clients, whilst also providing an enjoyable working environment that allows for the production of the best quality work and maintaining enduring close relationships with clients, colleagues and suppliers.

Work History

- 1997 - present Managing Director, Florentzos Design
- 2005-2006 Design Director, Wood & Wood Design
- 1994-1996 (Freelance Graphic Designer)
 Knowles Bristow Advertising
 George Patterson Worldwide
 Mojo Advertising
 Kelly Gee Advertising
 Queensland Treasury
 Queensland Department of Employment and Training
 Queensland Department of Industrial Relations
 BCM Advertising
 Dot Dash
 GoPrint
 Professional Public Relations
 Hobbs Corporate Communications
 Show Ads Omega Group
 Neilson Design
 Robert Martin Advertising
 Tourism Queensland
- 1993-1994 Graphic Designer, Adentity
- 1992 Graphic Designer, Noel Robinson Architects, InterDesign
- 1989 - 1992 Graphic Designer, Peddle Thorp Architects, Schematics

Academic Engagements

- 2006 Qld College of Art Griffith University, Folio Preparation Review
- 2006 Qld College of Art Griffith University, Assessor of Masters Program
- 2005 QIBT, Griffith University, Guest Presenter
- 2005 Qld College of Art Griffith University, Folio Preparation Review
- 2005 Qld College of Art Griffith University, Guest Presenter
- 2004 QIBT, Griffith University, Guest Presenter
- 2004 Qld College of Art Griffith University, Guest Presenter
- 2003 QIBT, Griffith University, Guest Presenter
- 2003 Qld College of Art Griffith University, Guest Presenter
- 2003 Qld College of Art Griffith University, Tutor, Typography 2
- 2002 Qld College of Art Griffith University, Tutor, Guest Presenter
- 2002 Qld College of Art Griffith University, Tutor, Graphic Design 2
- 2001 Qld College of Art Griffith University, Guest Presenter

Recent Awards

- 2006 DIA Queensland Design Awards, Finalist (Corporate Identity)
- 2006 Retail Branding Awards, Gold
- 2005 DIA Queensland Design Awards, Commendation (Corporate Identity)
- 2003 PICA Awards, Gold
- 2000 Brisbane Art Directors Awards, Highly Commended

Client List

HPA Architects
Mirvac
Mitchell & Partners
Leighton Properties
Leighton Contractors
Gillespies Australia
Watpac
PDT Architects
Ferro Muller Architects
Peddle Thorp Architects
Ceccato Hall Architects
Group 4 Architects
Loan Star Group
Gelees
The Point Restaurant Bar
South Bank Corporation
Savills Retail Management
Sportsco
Cha Cha Char