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PETER WASHINGTON

DESIGNER/DEVELOPER

PERSONAL STATEMENT

“I have always had a well-balanced left-to-right brain ratio, allowing me to embrace both creativity and logic. As a graphic designer and web developer, I am able to meld my creativity to subtle structures and careful organization allowing me to adapt to any design situation—print, web and beyond. I show careful attention to detail, but my strong work ethic provides a solid framework for me to deliver projects on schedule. Beyond design, I create and enjoy music, love exploring the outdoors, and always have a camera in tow.”

EXPERIENCE

WATERMARK | WEB DEVELOPER, GRAPHIC DESIGNER 2014–PRESENT

Watermark is a boutique marketing agency that brings an elevated level of service to solve design problems.

- Devised and implemented user-centered web design process
- Created internal processes as lead developer, coordinated and trained teams
- Developed interactive solutions to key web design problems
- Coded a framework to serve as a boilerplate to expedite and standardize web projects
- Acted as lead graphic designer on projects to develop motifs
- Attended and led client-facing meetings throughout all phases of a project, including client training
- Certified Hubspot Inbound Marketer
- Contributed toward bidding efforts for various RFPs/RFOs
- Designed and produced advertisements, marketing materials and corporate collateral including annual reports and CSRs
- Analyzed data and made recommendations to improve SEO
- Contributed as content writer for internal and client blogs

EDUCATION

ART INSTITUTE OF COLORADO
BACHELOR OF ARTS
GRAPHIC & WEB DESIGN

INTERESTS

NATIONAL PARKS
MUSIC PRODUCTION
ANIMALS & PRESERVATION
HIKING & CAMPING
SCUBA DIVING
BICYCLING
GOLF

CAPABILITIES

WEB DEVELOPMENT
USER EXPERIENCE & INTERFACE
LAYOUT DESIGN
INBOUND MARKETING
DIGITAL ILLUSTRATION
LOGO & BRANDING
VIDEO PRODUCTION & EDITING
PHOTOGRAPHY
SOCIAL MEDIA
IMAGE MANIPULATION

SOFTWARE

HTML / WEBPACK
CSS / SASS
JAVASCRIPT / VUE.JS
PHP

EXPERIENCE DESIGN
INDESIGN
PHOTOSHOP
ILLUSTRATOR
PREMIER
AFTER EFFECTS

THE 1UP COLFAX | GRAPHIC DESIGNER 2015–2016

The 1Up Colfax is a video game arcade that also functioned as a music venue during the year 2015.

- Developed a visual style to represent The 1Up Colfax as a concert venue and promoter
- Produced promotional posters and social media graphics with strict specifications and deadlines—meeting the needs of the venue, the artist and the artist's management/label
- Created internal digital graphics and advertisements for screens and ATM kiosks
- Produced internal signage and menus for food and bar

THE HUNDRED PRESENTS | GRAPHIC DESIGNER, PROMOTER, CONTENT MANAGER, SOCIAL MEDIA 2011–2015

The Hundred Presents is an arm of SoCo Nightlife District, a group of Denver clubs and venues that host music events.

- Designed event posters, handbills, web graphic/banners/ads
- Managed Facebook, Twitter, Soundcloud, YouTube and various other social media outlets
- Promoted to audiences of multiple venues throughout and beyond Denver
- Authored and managed content for music blog

ROCKY MOUNTAIN WILD | CONTRACTED GRAPHIC DESIGNER 2013–2014

Rocky Mountain Wild is an area non-profit organization promoting the welfare of regional wildlife and ecosystems.

- Fulfilled design contracts on demand and on deadline, including both print and web projects
- Incorporated designs that developed a brand that reinforced the mission statement
- Volunteered services at organizational fundraising events