

# Kirby Peterman

DENVER, COLORADO

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I am highly creative and science-minded with education in human behavior and technology interaction, leveraged with a research background. My brand style is driven by impact mitigation, timeless design, user-centric accessibility, and purpose-driven visual identity that creates beautiful experiences. I am skilled in translating subject matter into sleek and efficient end-products for range of marketing, promotional, and utility needs. Excel within creative and focused environments built on direct communication and focused on fostering excellent rapport with clients. I am also deeply passionate about participating in meaningful and humanitarian-centered work where possible.

## EDUCATION

### 2019 UX DESIGN CERTIFICATE

General Assembly | Denver, CO

### 2019 B.A. OF NEUROSCIENCE

University of Colorado | Boulder, CO

### 2019 B.A. OF PSYCHOLOGY

University of Colorado | Boulder, CO

## PROFESSIONAL EXPERIENCE

### SKILLS I HAVE

#### ADOBE ILLUSTRATOR

Vector graphics, typography, product + marketing design

#### SKETCH

Wireframes, prototyping, web + mobile design

#### ADOBE XD

Wireframes, prototyping, web + mobile design

#### PHOTOGRAPHY

Product, interior, portrait, food + beverage

#### WORDPRESS + SQUARESPACE

Development + customization

### SKILLS I'M WORKING ON

#### HTML/CSS + JAVASCRIPT

#### ADOBE LIGHTROOM

### 2019 GROW + GATHER | ENGLEWOOD, CO

#### 2021 BRAND AND COMMUNICATIONS MANAGER

Educate staff on the importance of visual and environmental identity while also responsible for fostering a culture that supports the story that my branding portrays. Main focuses include: customer acquisition, community outreach, marketing, brand enforcement, content creation, internal culture building, event planning and coordination, web development, and design.

- Create yearly marketing strategy as well as designed visual identity for promotions utilizing Google Ads, Facebook Ads, and local digital agency network. Marketing materials include flyers, ad campaigns, photography, video, email campaigns, and indoor/outdoor signage
- Developed local restaurant finding platform that is now sponsored by the City of Englewood and the Chamber of Commerce
- Work within brand guidelines to create novel but cohesive visual identities for products, promotions, and collateral, then source the materials, packaging, and products necessary to complete each project for retail and internal use
- Developed websites on Squarespace and Wordpress to create an online presence as well as manage and create content with personal photography and design for all social media accounts

### 2019 UNIVAR SOLUTIONS | HOUSTON, TX - Remote

#### 2020 INTERNAL COMMUNICATIONS COPYWRITER - INFORMATION TECHNOLOGY

Synthesized and designed internal communications for SAP merger information sent nationwide.

- Collaborated with executive and legal teams to produce sustainable communication documents including emails, newsletters, and Sharepoint Intranet sites