

Lucy Peterson

Contact

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Education

California College of the Arts

2015 – 2018
BFA Graphic Design
Minor in Visual Studies
Study Abroad: Japan, Summer 2018
Graphic Design Senior Thesis Award

Skills

Software:

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Premiere
Glyphs
HTML and CSS
Keynote
Microsoft Word
Microsoft PowerPoint
Microsoft Outlook

Skills:

Art Direction
Branding
Email Design
Event Production
Exhibition Design
Mockups
Print Publication
Type Design
Typography
Storyboarding
Wireframes

Experience

Leddy Maytum Stacy Architects, Associate Marketing Designer

January 2019 – Present
Create marketing proposals, maintain company website, design award submission packets, update and redesign templates frequently used by the architects and the marketing team, create office signage and environmental graphics.

TBD*, Designer

September 2018 – December 2018
Selected to participate in a seven-person in-house design studio at CCA, working with local nonprofits on pro-bono design projects. Lead a team of four in collaboration with architecture firm Atelier Cho Thompson to create installation graphics for three different cafeterias as part San Francisco Unified School District's Future Dining Experience.

Catharine Clark Gallery, Graphic Design Fellow, previously Gallery Intern

July 2018 – December 2018
As a design fellow: created online banners, event invitations, and printed catalogs for promoting the gallery at art fairs. Collaborated with artists to create motion graphics, album covers, and graphic elements of their work. As a gallery intern: worked closely with each member of the staff assisting with gallery operations, installing art, archival tasks, and designing marketing materials.

California College of the Arts, Design Coordinator Assistant

October 2017 – December 2017
Collaborated as a team of three to produce the Fall 2017 Design Thesis Show. Managed graphics and printing, installed the show, and worked with artists to hang their work. Assisted with coordinating participants from three disciplines: graphic design, industrial design, and illustration. De-installed the show and coordinated donations of extra materials.

Williams Sonoma Inc., Pottery Barn Kids Creative Services Intern

June 2017 – August 2017
Worked with the production team to create spreads, make copy changes, edit, and place photos. Shadowed photo shoots to understand the entire process of creating a spread in the catalog. Worked closely with the PBKids intern team to create a sample marketing plan for the Pottery Barn Kids Small Spaces line to reach a younger audience. Presented a plan for a redesigned catalog with a VR element, and worked with the team on presentation graphics.

Bryn Brugioni Interior Design, Design Intern

January 2017 – October 2018
Worked closely with the lead designer to help carry out the creative vision of the studio. Interacted with reps in showrooms to select visual samples. Designed print collateral, presentation boards, and creative labeling for the studio.

