

Lucy Peterson

Contact

lucypetersondesign.com
Los Angeles, CA

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

HTML and CSS

Keynote

Microsoft Word

Microsoft PowerPoint

Microsoft Outlook

Skills:

Art Direction

Branding

Email Design

Event Production

Exhibition Design

Mockups

Photoshoot Production

Print Publication

Typography

Wireframing

Experience

7 For All Mankind, *Graphic Designer*

November 2020–Present

- Design digital marketing assets including daily emails, homepage updates, promotional advertising, digital advertising, and social media marketing.
- Design packaging for all new programs and seasonal big-ideas.
- Create store-specific marketing materials such as promotional emails, mailers, in-store signage and social media assets.

Levi Strauss & Co., *Assistant Graphic Designer*

June 2019–November 2020

- Redesigned all packaging segments for Levi's challenger brands. Updated format, layout, color, lockups, and helped develop art direction for imagery.
- Developed creative for seasonal marketing campaigns. Participated in concept development, casting, location scouting, and gave styling and prop guidance. Organized the shoot flow and created detailed shoot decks for on-set use. Managed all post-production work, which included image selects, external retouching, and global guidelines for asset distribution.

Leddy Maytum Stacy Architects, *Associate Graphic Designer*

January 2019–May 2019

- Created marketing proposals, maintained company website, designed award submission packets, updated and redesigned templates used by the architects and the marketing team, created office signage and environmental graphics.

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. Also collaborated with artists to design motion graphics, album covers, and promotional materials.
- As a Gallery Intern: worked closely with each member of the staff assisting with gallery operations, installing art, archival tasks, and designing marketing 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 photoshoots 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.

