

# Lucy Peterson

## Contact

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## Education

**California College of the Arts,**  
*BFA Graphic Design*  
*Minor in Visual Studies*  
Study Abroad: Japan, Summer 2018  
Expected Graduation December 2018

## 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  
Event Production  
Exhibition Design  
Mockups  
Print Publication  
Type Design  
Typography  
Storyboarding  
Wireframes

## Experience

### TBD\*, Designer

September 2018–Present  
Selected to participate in a seven-person in-house design studio at CCA, working with local nonprofits on pro-bono design projects. Collaborative projects include branding and installation graphics, working both as a project leader and team member.

### Catharine Clark Gallery, Senior Intern, previously Gallery Intern

July 2018–Present  
Create online banners and event invitations, print booklets to bring to art fairs, and image management as a graphic design intern. Previously as a gallery intern, worked closely with each member of the staff to understand how the gallery works including, day-to-day gallery operations, installing art, archival tasks, and designing marketing materials.

### Bryn Brugioni Interior Design, Design Intern

January 2017–Present  
Work closely with the lead designer to help carry out the creative vision of the studio. Interact with reps in showrooms to select visual samples. Design print collateral, presentation boards, creative labeling, and project books for the studio.

### California College of the Arts, Design Coordinator Assistant

October 2017–December 2017  
Collaborated as a team of two 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, 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.

### San Franpsycho, Buyer, Visual Merchandiser, and Retail Associate

June 2016–December 2016  
Sourced and placed orders for products from local artists, fostered relationships with 10–15 sellers, designed creative visual displays for the store, and delegated tasks to manage inventory.

