



## Michael Peters

Digital Designer

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## ABOUT ME

Hello! I'm Mike. I'm a digital designer from Atlanta, Georgia and I help agencies & creative studios build user interfaces and digital interactive experiences.

## EDUCATION

### Art Institute of Atlanta

Graphic & Web Design

2007 - 2010

## APPS / SKILLS

Tools	Languages
Photoshop	HTML
Illustrator	CSS + SASS
InDesign	Javascript
Adobe XD	Jquery
Sketch	
Invision	

## SOCIAL

Behance behance.net/mikeio

GitHub github.com/mikeio

LinkedIn linkedin.com/in/mikepetersio

Instagram instagram.com/mikeio\_

## EXPERIENCE

### Freelance, Digital Designer

Atlanta, GA | Jun 2018 - Present

- ▶ Develop and design brand identities, provide UI /UX design services and assist in digital marketing strategies for a variety of businesses and individuals.
- ▶ Manage, maintain and update existing websites based on client's needs.
- ▶ Create promotional materials for digital / print and ensure brand standards are executed across all digital channels.

### Twenty Over Ten, Web Designer / Developer

State College, PA | Sep 2017 - Jun 2018

- ▶ Designed and developed over 40+ websites for financial advisors from initial consultation to final launch using Twenty Over Ten's CMS.
- ▶ Lead weekly discovery meetings with new clients to determine project scope and onboard new users into the platform.
- ▶ Worked with copywriters to create unique concepts based on the client's advertising and marketing goals.
- ▶ Ensured products met or exceeded client expectations while in alignment with SEC compliance requirements and FINRA regulations.

### Force Marketing, Senior Digital Designer

Atlanta, GA | May 2015 - Aug 2017

- ▶ Lead design for the Interactive Team and oversaw implementation of email marketing campaigns, landing pages and digital advertisements for automotive dealers throughout the United States and Canada.
- ▶ Collaborated with Director of Interactive Marketing to determine strategy and execute design for annual marketing campaigns.
- ▶ Produced high-fidelity wireframes and prototyped design concepts to improve functionality and user experience for Helix; a data-driven marketing platform for automotive dealers.
- ▶ Worked with Leadership Team to help produce marketing solutions for non-profit organizations including Bright Futures Atlanta and National Pediatric Cancer Foundation.

### Brightfire, Web Designer

Lawrenceville, GA | Jun 2012 - Apr 2015

- ▶ Worked with Creative Director to design a wide variety of cross-media projects involving branding, illustrations, wireframing and UI design for startups, music festivals and entertainment companies such as Live Nation, Comedy Central and Cirque du Soleil.
- ▶ Designed marketing materials that adhered to established brand standards and guidelines. Items included digital / prints ads, event signage and passes, large format items and various social media assets.