





Michael Peters

Digital Designer

 mikepeters.io

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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

Photoshop

Illustrator

InDesign

Adobe XD

Sketch

Languages

HTML

CSS / SASS


Javascript


Jquery

SOCIAL

 [behance.net/mikeio](https://www.behance.net/mikeio)

 github.com/mikeio

 [linkedin.com/in/mikepetersio](https://www.linkedin.com/in/mikepetersio)

 [instagram.com/mikeio_](https://www.instagram.com/mikeio_)

EXPERIENCE

Freelance, Digital Designer

Atlanta, GA | Jun 2018 - Present

- ▶ Provide UI /UX design and online marketing services to select regional clients.
- ▶ Maintain and update existing websites for customers and provide ongoing customer service.

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 product using ToT's advisor platform.
- ▶ Coordinated and directed projects with ability to manage multiple clients simultaneously.
- ▶ Ensured products met or exceeded client expectations while in alignment with marketing goals, compliance requirements and broker-dealer regulations.

Force Marketing, Senior Digital Designer

Atlanta, GA | May 2015 - Aug 2017

- ▶ Lead design 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 wireframes and prototyped visual design concepts to improve functionality and user experience for Helix; a data-driven marketing intelligence platform for automotive dealers.

Brightfire, Web Designer

Lawrenceville, GA | Jun 2012 - Apr 2015

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

RSVPATL, Web / Graphic Designer

Atlanta, GA | Jan 2010 - Jun 2012

- ▶ Designed flyers, posters, business cards, bookmarks, wide format banners and digital advertisements for promotional events.
- ▶ Maintained Wordpress based website by updating content, implementing event management software, improving SEO and monitoring performance.