




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

Design	Programming
Photoshop	HTML
Illustrator	CSS / SASS
InDesign	Javascript
Adobe XD	Jquery
Sketch	Github
Invision	

SOCIAL

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

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

 github.com/mikeio

EXPERIENCE

Twenty Over Ten, Web Designer / Developer

State College, PA | Sep 17 - Present

- ▶ Managed, designed and developed over 40+ websites for financial institutions from initial concept to final product using JavaScript, HTML, and CSS.
- ▶ Collaborated with copywriters to create products in alignment with client's advertising and marketing goals as well as broker-dealer requirements and regulations.
- ▶ Ensured products met or exceeded client expectations. Excelled at gathering feedback and requirements; communicating needed changes to copy team and overseeing seamless, high-quality rollouts on schedule.

Force Marketing, Senior Digital Designer

Atlanta, GA | May 2015 - Aug 2017

- ▶ Created and managed design and implementation of email templates, landing pages and digital advertisements for local & OEM automotive advertising campaigns.
- ▶ Worked directly with multiple departments to determine strategy and produce designs for in-house marketing campaigns.
- ▶ Prototyped visual design concepts and collaborated with R&D team to improve functionality and user experience for Helix, a marketing intelligence platform for automotive dealers.

Brightfire, Web Designer

Lawrenceville, GA | Jun 2012 - Apr 2015

- ▶ Collaborated directly with Creative Director to design a wide variety of cross-media projects involving branding, illustrations & UI design for startups & entertainment companies such as Live Nation, Comedy Central & Cirque du Soleil.
- ▶ Designed marketing materials that adhered to established brand standards and guidelines. Materials included digital & prints ads, flyers, brochures, posters, music festival signage & passes, large format items and various web and social media materials.
- ▶ Created and managed digital assets for Live Nation across multiple geographic markets.

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.
- ▶ Assisted in digital marketing strategies and helped design and format weekly email marketing newsletters.
- ▶ Maintained Wordpress based website by updating content, implementing event management software, improving SEO and monitoring performance with Google Analytics.