




Michael Peters

Digital Designer

 mikepeters.io

 (678) 858-6863

 info@mikepeters.io

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

 linkedin.com/in/mikepetersio

 github.com/mikeio

EXPERIENCE

Twenty Over Ten, Web Designer / Developer

State College, PA | Sep 17 - Present

- ▶ Designed and developed websites for financial advisors from initial concept to final product using HTML, CSS and various Javascript libraries.
- ▶ Collaborated with copywriters in alignment with client's advertising and marketing goals as well as broker-dealer requirements and regulations.
- ▶ Worked directly with clients to conceptualize custom design solutions based on client's wishes and website objectives, while balancing aesthetics, usability, and functionality.

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 and OEM automotive advertising campaigns.
- ▶ Worked directly with multiple departments to determine strategy and design for annual marketing campaigns.
- ▶ Prototyped visual design concepts and collaborated with PHP and .NET developers 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

- ▶ Collaborated directly with Creative Director to design & manage 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 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.