





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


Research

Prototyping	Wireframing
Storyboarding	Sketching

SOCIAL

 behance.net/mikeio

 github.com/mikeio

 linkedin.com/in/mikepetersio

 instagram.com/mikeio_

EXPERIENCE

Freelance, Digital Designer

Atlanta, GA | Jun 2018 - Present

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

Twenty Over Ten, Web Designer / Developer

State College, PA | Sep 2017 - Jun 2018

- ▶ Managed, designed and developed over 40+ websites for financial advisors from initial concept to final product.
- ▶ Worked directly with clients to establish project scope, interaction guidelines and project timelines.
- ▶ Ensured products met or exceeded client expectations while in alignment with marketing goals as well as broker-dealer requirements and 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.