



Michael Peters

UI/UX Designer

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ABOUT ME

Hello! I'm Mike. I'm a UI/UX 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](https://www.behance.net/mikeio)

GitHub github.com/mikeio

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

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

EXPERIENCE

Freelance, UI/UX Designer

Atlanta, GA | Jun 2018 - Present

- ▶ Work directly with clients to understand their overall goals.
- ▶ Provide UX and UI design for web and mobile apps.
- ▶ Assist with usability testing and information gathering.
- ▶ Help with brand development.
- ▶ Provide training to help clients better understand the importance of the user experience.
- ▶ Offer design services from initial concepts to finished designs.

Twenty Over Ten, Web Designer / Developer

State College, PA | Sep 2017 - Jun 2018

- ▶ Designed and developed over 40+ websites for financial advisors using Twenty Over Ten's content management system (CMS).
- ▶ Lead 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 and prints ads, event signage and passes, large format items and various social media assets.