



Michael Peters

Senior Designer

hello@mikepeters.io

mikepeters.io

Introduction

Hello! I'm Mike. I help creative studios design digital interactive experiences. 🙌

Education

Art Institute of Atlanta
Graphic & Web Design
2007 - 2010

Software

Figma
Sketch
Principle
Photoshop

Awards

Webby Award:
Best Visual Design
iPhone 13 Pro - Apple.com

Webby Award:
Best Practices
iPhone 13 Pro - Apple.com

Webby Award:
Best Visual Design
iPhone 12 - Apple.com

Social

linkedin.com/in/mikepetersio
behance.net/mikeio
github.com/mikeio

Summary

I'm a Designer located in Atlanta, Georgia, with over 13 years of experience. Throughout my career, I have worked in various fields across the entertainment, finance and tech industries. My work is focused on creating simple, user-friendly design solutions that are effective and impactful across multiple mediums, including branding, product design, and interactive experiences.

Over the years, I've had the privilege of working with some of the world's most innovative brands, including Apple, Audi, Comedy Central, Live Nation and Mercedes-Benz, where I have developed meaningful and functional brand experiences across various sectors. My expertise lies in the intersection of brand and product, technology, and culture.

Experience

Senior Designer, Apple (via AKQA)

San Francisco, CA, 2018 - 2022

- › Joined Apple's Marcom Interactive team to concept and design brand marketing experiences for various services and devices across Apple.com

Services: Apple News+

Hardware: AirPods Pro, Airtag, iPhone

Designer / Developer, Twenty Over Ten

State College, PA, 2017 - 2018

- › Leveraged Twenty Over Ten's proprietary content management system to design and develop dynamic websites for financial advisors.
- › Managed projects from conception to launch, overseeing all aspects of design and development while partnering closely with clients to understand their unique needs and deliver customized solutions.

Senior Designer, Force Marketing

Atlanta, GA, 2015 - 2017

- › Led design for the Interactive Team, and helped develop email marketing campaigns, landing pages, and digital ads for automotive dealerships across North America.
- › Designed prototypes and user interface for Helix, a data-driven marketing platform that leveraged audience targeting, attribution modeling, and automation for clients.
- › Aligned design solutions with the overall marketing strategy for annual campaigns while working with cross-functional teams to ensure consistent brand messaging across all channels.



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Experience (cont'd)

- › Assisted the Leadership Team in creating marketing solutions for non-profit organizations, using design to amplify messaging and drive engagement.

Clients: Audi, Ford, Honda, Mercedes-Benz, Toyota

Non-profits: Bright Futures Atlanta, National Pediatric Cancer Foundation

Designer, Brightfire

Lawrenceville, GA, 2012 - 2015

- › Executed a diverse range of cross-media projects, spanning brand identity, packaging design, web design, and product design.
- › Worked to design Live Nation's annual website and mobile app for Music Midtown, which allowed users to easily navigate the festival grounds, locate stages and artists, buy tickets, browse, and purchase festival merchandise.
- › Helped design and launch Comedy Central's web-based music and pop culture trivia game for Funny or Die.

Clients: Comedy Central, Live Nation, Cirque du Soleil

Graphic Designer, RsvpATL

Atlanta, GA, 2010 - 2012

- › Created promotional materials, including large-format banners, posters, flyers, and social media graphics for events and festivals.
- › Worked closely with clients to ensure a deep understanding of their promotional objectives, resulting in designs that effectively communicated their brand message and maximized engagement at events.