



Michael Peters

Senior Designer

hello@mikepeters.io
mikepeters.io

About Me

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
After Effects

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

As a senior designer with over a decade of experience, I've had the privilege of working with some of the world's most innovative brands in the entertainment, finance, and tech industries. Throughout my career, I've focused on delivering high-impact design solutions that drive engagement and amplify brand messaging across all channels.

I'm passionate about using design to make a difference in the world and committed to creating solutions that exceed client expectations and delight users.

Experience

Senior Designer, Apple (via AKQA)

San Francisco, CA, 2018 - 2022

- › Joined Apple's Marcom Interactive team to concept, prototype, 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 final implementation, overseeing all aspects of design and development while partnering closely with clients to understand their unique needs and deliver customized solutions.
- › Collaborated closely with copywriters to create content that captured the attention of target audiences and utilized my expertise in front-end development to ensure the content was delivered in a visually appealing and user-friendly way.

Senior Designer, Force Marketing

Atlanta, GA, 2015 - 2017

- › Led design on the Interactive Team, and helped develop email marketing campaigns, landing pages, and digital ads for automotive dealerships across North America by utilizing design systems, and A/B testing to optimize engagement and drive conversions.
- › Designed the initial prototypes and user interface for Helix, a data-driven marketing automation platform that leveraged advanced audience targeting, attribution modeling, and marketing automation for clients.
- › Partnered with the Director of Interactive Marketing to align 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 impactful 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

- › Worked alongside the Creative Director to execute a diverse range of cross-media projects, spanning brand identity, packaging design, web design, and product design.
- › Collaborated with Live Nation organizers to design Music Midtown's iOS and Android mobile app, which allowed users to easily navigate the festival grounds, locate stages and artists, buy tickets, browse, and purchase festival merchandise.
- › Helped design Comedy Central's website for Billy On The Street, showcasing an interactive music and pop culture trivia game that allowed users a chance to win cash and other prizes.

Clients: Comedy Central, Live Nation, Cirque du Soleil

Graphic Designer, RsvpATL

Atlanta, Ga, 2010 - 2012

- › Created visually compelling 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 innovative designs that effectively communicated their brand message and maximized engagement at events.