Michael Peters
Interactive 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
Illustrator
InDesign

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

Experience

Apple, Senior Designer, Interactive (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

Twenty Over Ten, Designer / Developer
State College, PA, 2017 - 2018

› Designed and developed websites for financial advisors using Twenty Over Ten's content management system.

› Responsibilities included collaborating with copywriters, designing user interfaces and providing front-end development solutions when necessary.

Force Marketing, Senior Designer
Atlanta, GA, 2015 - 2017

› Lead design for the Interactive Team and produced designs for email marketing campaigns, landing pages and digital advertisements for automotive dealers throughout the United States and Canada.

› Collaborated with the Director of Interactive Marketing to determine strategy and execute design solutions for annual marketing campaigns.

› Worked with the Leadership Team to help produce marketing solutions for various non-profit organizations.

Clients: Audi, Ford, Honda, Mercedes-Benz, Toyota
Non-profits: Bright Futures Atlanta, National Pediatric Cancer Foundation

Brightfire, Designer
Lawrenceville, GA, 2012 - 2015

› Worked alongside the Creative Director to design a wide variety of cross-media projects involving branding, illustrations and web design.

› Items included digital and print ads, music festival signage and passes, large format items and various social media materials.

Clients: Cirque du Soleil, Comedy Central, Live Nation

RsvpATL, Graphic Designer
Atlanta, GA, 2010 - 2012

› Responsibilities included designing flyers, posters and digital advertisements for promotional events.