
Peyton Wood

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Bellingham, WA

Experience

March 2023 - Present
FREELANCE GRAPHIC DESIGNER
Bearly Awake Coffee Co.

- Designed branding materials and assets to meet company needs and increase brand recognition
- Crafted logos, menus, promotional materials, punch cards, and merchandise to promote the brand
- Created brand guidelines and materials for printing
- Collaborated closely with the company to make sure branding aligned with company goals

Sept 2022 - June 2023, Sept 2023 - Present
RESIDENT ADVISOR
Western Washington University
Bellingham, WA

- Drafted promotional materials for community events
- Worked with 30+ residents to create a welcoming and effective community environment
- Researched, developed, and hosted inclusive events for the community, with upwards of 40-50 attendees
- Implemented new outreach methods, increasing responsiveness and meeting attendance by 25%
- Planned and organized project and event budgets

Feb 2021 - Sept 2021, June 2023 - Sept 2023
SALES ASSOCIATE
Converse
Tulalip, WA

- Worked alongside a team of fellow sales associates to meet store goals
- Stocked shelves, organized shoes, and kept the store clean
- Answered product questions with up-to-date knowledge of sales and promotions
- Helped meet daily store sales goals by helping customers find the perfect product and increasing conversion

Education

Sept. 2020 - June 2024
WESTERN WASHINGTON UNIVERSITY
Bellingham, WA

BA in Design with a minor in Business
3.83 GPA

Western's graphic design program focuses on an interdisciplinary approach to learning. Through this program, I was able to develop ways to deal with any challenge. My classes included user interface/experience design, packaging design, branding, website design, motion design, and more. I gained experience working in large groups to complete design projects, including prototyping large-scale, complex app designs.

My minor in business has given me insight into the important skills and knowledge it takes to run and work within a business, including marketing, advertising, accounting, and statistics.

Skills

- Figma
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Microsoft Suite
- HTML
- CSS