
Peyton Wood

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509-480-0211
Bellingham, WA

Experience

March 2023 - Present
GRAPHIC DESIGNER
Bearly Awake Coffee Co.

- ♦ Designed comprehensive branding materials to enhance brand visibility and identity, including logos, menus, promotional materials, and merchandise.
- ♦ Developed brand guidelines to maintain consistency and alignment with company objectives.
- ♦ Collaborated closely with owners to ensure branding strategies effectively represented company goals.

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

- ♦ Orchestrated inclusive community events, garnering up to 50 attendees, and drafted promotional materials to drive engagement.
- ♦ Implemented innovative outreach strategies, resulting in a 25% increase in event attendance.
- ♦ Managed project budgets to ensure effective allocation of resources.

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

- ♦ Collaborated within a team environment to achieve sales targets and deliver exceptional customer service.
- ♦ Maintained store organization and cleanliness, ensuring a positive shopping experience for customers.
- ♦ Utilized product knowledge to effectively assist customers and drive sales conversions

Education

Sep 2020 - June 2024
WESTERN WASHINGTON UNIVERSITY
Bellingham, WA

BA in Design with a minor in Business
3.83 GPA

- ♦ Developed an interdisciplinary skill set through courses in user interface/experience design, packaging design, branding, website design, motion design, and more.
- ♦ Collaborated in large groups on design projects, including prototyping large-scale, complex app designs.
- ♦ Acquired insight into essential business skills, including marketing, advertising, accounting, and statistics.

Skills

- ♦ Figma
- ♦ Adobe Creative Suite
- ♦ Microsoft Office
- ♦ HTML
- ♦ CSS

Portfolio

<https://peytonwdesign.com/>