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# Peyton Wood

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Bellingham, WA

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## 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

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## 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.

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## Skills

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