

Peyton Wood

peytonw.design@gmail.com
Bellingham, WA

Education

WESTERN WASHINGTON UNIVERSITY
Bellingham, WA

Sep 2020 - June 2024

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, marketing, and more.
- Collaborated in large groups on design projects, including prototyping large-scale, complex app designs.

Experience

GRAPHIC DESIGNER
Bearly Awake Coffee Co. | Oak Harbor, WA

March 2023 - Present

- 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.

RESIDENT ADVISOR
Western Washington University | Bellingham, WA

Sep 2022 - June 2023, Sep 2023 - Present

- 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.

SALES ASSOCIATE
Converse | Tulalip, WA

Feb 2021 - Sep 2021, June 2023 - Sep 2023

- 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.

Skills & Tools

Adobe InDesign, Illustrator, Photoshop, After Effects | Figma | HTML | CSS |
User Experience Design | User Interface Design | Prototyping | Illustration |
Branding | Typography | Communication | Teamwork

Portfolio

<https://peytonwdesign.com/>