



# ALYX PETERSON

## GRAPHIC DESIGNER / MARKETER

alyxpeterson.com

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## about

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A Graphic Designer with a background in Marketing and Business pursuing a passion for consumer experience. Professional training in print production, branding strategy, and consumer insight has led to interest in companies pushing for problem solving through design communication. A true Oregon native with interest in outdoor recreation.

## education

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### Oregon State University

SEPT. 2015 – JUNE 2019

B.A. Fine Arts (Graphic Design)  
June 2019

B.A. Science (Business Admin. – Marketing)  
June 2019

Cumulative GPA: 3.61

Dean's List student for GPA 2015-2019

Diversity Achievement Scholarship

## skills

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### Technical

- Adobe Programs: Illustrator, Photoshop, InDesign, Lightroom, XD, AfterEffects
- Microsoft Programs
- Keynote
- Illustration
- Social media implementation and execution
- Consumer Behavior and Research

### Personal

- Creative conceptual thinking & story telling
- Communication
- Team Work & Collaboration
- Leadership
- Curiosity

## experience

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### Graphic Designer

Contract:

Opus Agency

AUG. 2019 – CURRENT

Led creative direction for client campaign strategies through development of identity systems and brand standards. Fully executed print and digital assets from ideation state to file completion. Produced proposal layout and design for key corporate contracts under extremely tight deadlines. Collaborated with key stakeholders to understand client business objectives for design, promotions, and marketing. Managed a detail-oriented report of printing proofs for large corporate events.

*\_Clients: Amazon (AWS), AnitaB.org, Gilead, Netscout, Salesforce, Zerto*

### Graphic Production Designer

Contract:

HERENOW Creative

JUNE 2017 – SEPT. 2018

Through trend research & program skill development, executed various decks and mechs for clients. Communicated with project managers to determine marketing and design vision, scopes of work, and deliverable time frames.

*\_Clients: Nike Jordan, Nike Retail Brand, Nike Retail Lab, Nike Sports Wear, Nike Womens*

### Graphic Design Intern

Oregon State University Athletics  
Ideation Team

SEPT. 2016 – JAN. 2019

Lead new and on-brand print and digital works, focusing on messaging and style for all departments of OSU Athletics. Executed through social media & Marketing implementation.

*\_Main Projects: Our Beaver Nation, Womens Basketball, Football, Baseball.*

### Executive Director

Benny's Business Closet

JAN 2016 – JUNE 2016

Co-created a non-profit program to help students build their professional business attire who cannot afford it. Collected over 1,000 pieces of attire through community outreach and word-of-mouth.

### Office Assistant & Production

Highway Specialties – KT Contracting

JUNE 2012 – SEPT. 2017

Balanced office organization of paperwork and computer systems in order to communicate order execution with co-workers. Worked in a production shop under advisory of managers to build products such as vinyl banners and signs with client design direction.