



ALYX PETERSON

GRAPHIC DESIGNER / MARKETER

alyxpeterson.com

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about

Recent Alumni of Oregon State University with two degrees in Graphic Design and Marketing. Oregon native, actively fitting the mold of an avid outdoors lover and passionately campaigning for the conservation of it. Professional experience of print production, branding strategy, and illustration has led to interest in companies pushing for problem solving through design communication.

education

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

Technical

- Adobe Programs: Illustrator, Photoshop, InDesign, AfterEffects, Lightroom
- 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

Graphic Designer

24seven Talent -
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.

_Main Projects: Nike Jordan, Nike Retail Brand, Nike Retail Lab, Nike Sports Wear.

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.

Crew Member

Trader Joe's
OCT. 2017 – JULY 2019

Create a fun and friendly customer experience through knowledge of products, sign art and displays, while tasked with the responsibility of generating section orders.

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.