



ALYX PETERSON

GRAPHIC DESIGNER

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about

Highly creative mid-level Graphic Designer with specialties in strategic branding, marketing, and print design. Exceptional skills in communication and innovation, with over five years of professional design industry experience. Hoping to achieve a creative position through proven strengths in collaboration, attention to detail, and technical skills.

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, Lightroom, XD
- Microsoft Programs
- Keynote
- Illustration
- Packaging
- Social media implementation and execution
- Consumer Behavior and Research

Personal

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

experience

Graphic Designer

Contract:

CMD Agency

AUG. 2020 – Current

Focused on creating, revising, and finalizing digital and print assets for various brand teams. Developed a strong understanding of product packaging and professional corporate design practices. Ensured all creative assets were consistent with overall brand guidelines and parameters. Handled 10+ projects on a weekly basis under tight deadlines. Established strong trusting relationships with directors, PMs, and key clients. Recognized by Advertising Awards for Microsoft work.

_Clients: Microsoft, Xbox, Intel, Google, Banner Bank, Port of Vancouver, Vesta, Jeld-Wen, Head Glove, WA Dairy Farmers, Killer Burger

Crew Member (Art Team)

Trader Joe's

April 2020 – August 2020

rehire from 2017-2019

While maintaining stock and creating customer relationships, collaborated with another artist to illustrate retail signage including special events and weekly audits. Worked with manager to re-design all product signage using a universal template for 5,000 + SKUs. Gained recognition from VP Regional Manager about the quality of the new design and recommended design as a standard to corporate.

Graphic Designer

Contract:

Opus Agency

AUG. 2019 – MARCH 2020

Led creative direction for client campaign strategies through development of identity systems and brand standards. 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. Worked with vendors to create client swag and packaging. 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. Executed projects seen globally.

_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 creative execution of branded print and digital works, focusing on messaging and style for all departments of OSU Athletics. Executed higher engagement through social media & various marketing platforms. Helped gain substantially higher donations for Our Beaver Nation through re-designed Donor Guide.

_Main Projects: Our Beaver Nation, Women's & Men's Basketball, Football, Baseball, Gymnastics.