

Addy Peterson

Senior Designer

CONTACT

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SOFTWARE

- FIGMA
- SKETCH
- INVISION
- ADOBE PHOTOSHOP
- ADOBE ILLUSTRATOR
- ADOBE INDESIGN
- ADOBE AFTER EFFECTS
- GOOGLE SLIDES/SHEETS
- KEYNOTE & POWERPOINT
- BASECAMP
- CONFLUENCE & JIRA
- MICROSOFT SUITE (TEAMS/
OUTLOOK)

SKILLS

- BRAND CAMPAIGN EXECUTION
- GRAPHIC DESIGN & ADVERTISING
- BASIC UX/UI PRACTICES
- PRE-PRESS/PRINT PRODUCTION
- TEMPLATES/LAYOUTS
- PROBLEM-SOLVING ABILITIES
- STREAMLINED ORGANIZATION
- WORKPLACE ADAPTABILITY
- AP STYLE

EDUCATION

BACHELOR OF ARTS
TEMPLE UNIVERSITY – SMC
2011–2015

MEMBERSHIPS

AIGA - PROFESSIONAL
ASSOCIATION FOR DESIGN
PROFESSIONAL MEMBER - 2023

RELEVANT EXPERIENCE

● FREELANCE DESIGNER | Jan. 2023–Present

*Nari Creative (remote) - *not full-time*

- Executed custom brand posts for lifestyle creators for LTK platform
- Fulfilled design needs (i.e. IG stories, RewardStyle collages, brand elements, etc.) for lifestyle clients/influencers
- Expand branded content throughout social platforms, marketing efforts and collateral

*RiversEdge Advisors (remote) - *not full-time*

- Established new brand identity for private wealth management firm
- Designed, produced marketing materials (i.e. letterhead & presentation templates, email layouts, business cards, product boxes, etc.)
- Formed moodboards & image selects for website
- Provided strategic guidance on design concepts to firm leadership

● GRAPHIC DESIGNER | Jan. 2023–June 2023

Knightsbridge Park (New York, NY - remote) -*

**laid off due to company restructuring*

- Transformed strategic concepts into visually compelling designs for prominent luxury real estate developments (RXR Realty, Starrett-Lehigh, Four Seasons)
- Expanded branded content across diverse digital and print platforms
- Translated moodboard exploration into cohesive branded collateral
- Elevated single branded assets into comprehensive brand suites and style guides, meticulously upholding brand consistency

● DESIGNER | Sep. 2021–Dec. 2022

DiD (Philadelphia, PA - remote)

- Lead design initiatives for global/domestic brands within the pharmaceutical and dermatological space (CeraVe, La Roche-Posay)
- Produced digital sales aids, product launch kits, conference booth installations, and in-office collateral for company's corporate teams
- Collaborated across departments to execute high-impact work, catering to both internal presentations and client-focused deliverables
- Provided creative direction to cross-functional consumer teams, offering expertise in brand recognition, design, and production

● DESIGNER | May 2019–Sept. 2021

Bounteous (Wilmington, DE - in office + remote)

- Created and showcased compelling digital and print concepts aligning with client brand identities to produce customer-centric solutions
- Implemented custom wire frames and UI for top consumer banking company (Chase, Chase Ultimate Rewards)
- Developed bespoke campaign assets and digital marketing materials for top regional store franchise (Wawa)
- Presented creative ideation to internal creative and account teams, fostering collaboration and feedback

● PRODUCTION ARTIST | Feb. 2017–May 2019

160over90 (Philadelphia, PA - in office)

- Crafted compelling presentations, graphics, and meticulously assembled hard-bound case studies tailored for prospective clientele
- Engaged in brainstorming sessions, contributing to innovative brand concepts for major consumer brands and higher education institutions (Jefferson University, St. Joseph's University, MLB)
- Executed 4-color printing and oversaw diverse printing tasks
- Managed agency and department inventory, along with administration of MAC software systems within the creative department