

ALYX PETERSON

Creative lead with 8+ years of experience in graphic design, brand marketing, and content strategy for the music and entertainment industry. Proven ability to drive brand focused campaigns, craft compelling visuals, and lead cross-functional creative execution from concept to delivery.

SKILLS

Technical

- (Adobe) Illustrator, Photoshop, InDesign, XD, Premiere, AfterEffects
- Brand development
- Consumer behavior
- Design systems
- Print and Digital Production Standards
- Social media strategy
- Sourcing talent/vendors

Personal

- Innovative creative thinking
- Story telling
- Pop culture
- Communication
- Team work
- Leadership
- Curiosity

EDUCATION

B.F.A. DEGREE

Graphic Design

Oregon State University
Graduated in 2019

B.S. DEGREE

Marketing

Oregon State University
Graduated in 2019

CERTIFICATION

LEVEL 1

CrossFit® Level 1 Trainer

January 2024

MOST PROUD OF

Red Hot Chili Peppers - Unlimited Love

Ideated campaign and lead creative direction resulting in record breaking traffic and fan engagement.

Rogue x Daniel Ricciardo Campaign

showcase of marketing and partnership strategy capabilities centered around expanding audience reach.

CLIENTS

Universal Production Music, Warner Records, Warner Bros Discovery, Kartel Music Group, Epson, Nike, RARR, Microsoft, Xbox, Intel, Google, Amazon (AWS), AnitaB.org, Salesforce, Zerto, Oregon State University Athletics, Leave No Trace, Rose City Barbell, Born Primitive, CrossFit Affiliates.

EXPERIENCE

OCTOBER 2022 - PRESENT | FREELANCE | LOS ANGELES, CA

Art Director/Creative Strategist - AP Design LLC

- Provided comprehensive art direction services across various industries, spearheading numerous projects including branding, merchandise, website, and social media.
- Developed and implemented creative strategies and marketing campaigns, enhancing client visibility and market presence through compelling visual content and narratives.

Managed a team of designers and freelancers, overseeing creative vision, project timelines, budgets, and deliverables to ensure high-quality results and client satisfaction.

OCT 2024 - OCT 2025 | SANTA MONICA, CA

Sr. Designer, Marketing - Universal Production Music

- Led album art creative direction for top-producing labels from concept to execution, including sourcing talent and managing distribution.
- Built cross-functional partnerships to develop branded campaigns and digital content that supported music sales and marketing goals.
- Spearheaded new vertical opportunities through marketing, including the launch of women's sports-focused campaigns and DEI-driven music series.
- Pitched and executed creative activations for clients like Expedia, Condé Nast, Ford, and Fortnite to drive brand collaborations.
- Managed creative sourcing and production logistics for marketing and merchandise including budgets, vendor negotiations, and approvals.

JUNE 2021 - AUGUST 2024 | FAN ENGAGEMENT | LOS ANGELES, CA

Art Director, Fan Engagement - Warner Records

- Developed and executed integrated 360-marketing campaigns to boost streaming, pre-saves, and album sales, enhancing visibility and revenue across digital platforms.
- Led creative strategy and managed relationships with managers and agencies, for artists like Dua Lipa, Green Day, Zach Bryan, Benson Boone, Red Hot Chili Peppers and others.
- Created innovative concepts, including graphics, video, animation, and web design, to engage target audiences on various digital channels.
- Produced social media assets and user-generated content (UGC) to enhance brand presence, drive interaction, and build loyalty.

(JUNE 2021 - MAY 2022 | SOCIAL & DIGITAL GRAPHIC DESIGNER)

AUGUST 2020 - JUNE 2021 | CONTRACT | PORTLAND, OR

Graphic Designer - CMD Agency

- Ensured creative assets were consistent with client brand guidelines and aligned with overall marketing strategies.
- Managed multiple projects simultaneously, maintaining high-quality standards under tight deadlines.
- Developed original campaign assets for Microsoft & Xbox, recognized by Advertising Awards.
- Established strong understanding of digital design, web design, and retail packaging for corporate clients.

AUGUST 2019 - MARCH 2020 | CONTRACT | PORTLAND, OR

Graphic Designer - Opus Agency

- Led creative direction to align brand objectives for key clients across all event touchpoints.
- Developed design systems for on-site and digital events, including promotional materials.
- Designed event brands and collateral, including signage, wayfinding, and swag items.
- Managed design deliverables for events with up to 60k attendees, ensuring consistency.
- Coordinated production of marketing collateral and printing services.