

ALYX PETERSON

Art Director with specialties in graphic design, brand strategy, and creative marketing. Exceptional skills in storytelling and innovation, with over seven years of professional industry experience. My objective is to achieve a Creative Strategy position through proven strengths in collaboration, attention to detail, and technical skills.

SKILLS

Technical

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

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.

EXPERIENCE

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

Art Director - Warner Records

- Boosted streaming, pre-saves, and album sales through digital design for various artists.
- Strategized creative deliverables including video, animation, web design, and static graphics.
- Directed projects from strategic brainstorm to final execution.
- Built influencer marketing assets & UGC.
- Sourced and directed contractors & creative agencies for large project execution.
- Enhanced the fan engagement department organization and reputation.

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

OCTOBER 2022 - PRESENT | FREELANCE | LOS ANGELES, CA

Art Director - AP Design LLC

- Provided comprehensive art direction services across various industries, spearheading numerous projects including branding, merchandise, website, and social media.
- Developed and implemented brand marketing strategies, enhancing client visibility and market presence, while creating compelling visual narratives.
- Managed a team of designers and freelancers, overseeing project timelines, budgets, and deliverables to ensure high-quality results and client satisfaction.

AUGUST 2020 - JUNE 2021 | CONTRACT | PORTLAND, OR

Graphic Designer - CMD Agency

- Ensured creative assets were consistent with clients brand guidelines and parameters.
- Organized all creative materials for seamless translation across departments.
- Established strong understanding of digital design, web design, and retail packaging for corporate clients.
- Handled 10+ projects on a weekly basis under tight deadlines.
- Recognized by Advertising Awards for Microsoft & Xbox work.

AUGUST 2019 - MARCH 2020 | CONTRACT | PORTLAND, OR

Graphic Designer - Opus Agency

- Lead creative direction to voice brand objectives for key clients.
- Focused on building design systems for on-site and digital events including creative vision, promotion, and marketing.
- Managed design deliverables and detail-oriented reports for events with 60k attendees.
- Sourced marketing collateral and printing services.

JUNE 2017 - SEPT. 2018 | CONTRACT | PORTLAND, OR

Graphic Designer - HEREnow Creative

- Sharpened program skill development for optimal production design.
- Focused on current trends and brand voice.
- Communicated with project managers to determine marketing and design vision, scopes of work, and deliverable time frames.
- Executed decks, comps, and mechs across multiple Nike teams (domestic and global).

CLIENTS

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