

Holly Peterson

Online portfolio: www.ehpeterson.com

ehpeterson@gmail.com

805.234.2341

Key Strengths

Solution focused, results oriented Graphic Designer with broad-based experience and hands-on skill in successful implementation of vision, ideas and creative solutions with a keen customer focus. Proven ability in developing creative ideas with quick turnaround. Articulate in effective communication including writing for results in a global environment. Possesses intuitive ability and project management proficiency while possessing mastery in using technical and creative software and printing and production tools and processes.

- Proactive team member able to provide efficient and quick turnaround of material
- Customer focused on both internal and external customers
- Strong interpersonal skills resulting in implementing creative vision effectively
- Known for making sound decisions, solving problems and exceeding expectations under pressure

Skills

Software: Adobe Creative Suite (InDesign, Illustrator, PhotoShop, Flash, Dreamweaver), QuarkXpress, Workgroups 2007 Administrator

Printing/Production:

Layout & composition	Typography	Pre-flight & prepress
Web user interface	Color theory	Preparing presentations
Information architecture	Printing, finishing & bindery	Prototype samples
Email newsletter HTML	Image capture & manipulation	Book binding

Employment

2010 - Present

CONTRACT DESIGNER, *Dimensional Optics*

- Directed the new branding for start-up optical manufacture
- Designed website (currently still under construction)

2010 - Present

CONTRACT DESIGNER, *Verdin Marketing, Inc.*

- Designed website for a local bank
- Logo design

2009 - Present

CONTRACT DESIGNER, *Tethys Bioscience, Inc.*

Updated & created promotional print material, adhering to their style guide

2009 - Present

CONTRACT DESIGNER, *Partners Relief & Development*

- Designed annual report
- Redesigned e-newsletter, resulting in an increase of donations & conversions
- Designed & illustrated brochure telling the story of a Burmese refugee child

2009 - 2010

CONTRACT DESIGNER, *Barnett Cox & Associates*

- Designed brochures
- Ad production

2009

GRAPHIC DESIGNER, *Straight Down Apparel*

- Redesigned the information architecture and look and feel for their new online store
 - Created a new system and style for photographing apparel in-house, saving thousands in outside studio costs
 - Drove the look and feel for new brochure and communications
 - Managed printing and quality of Asian and stateside printers
 - Hired and supervised design interns
- (over, please)

Employment (continued)

2004 - 2009 **ART DIRECTOR**, *Dioptics, Inc.*

- Drove the look and feel of all visual communications for medical, mass retail and optical sunglass channels, including packaging, POP displays, 15 brands, web sites, photography and sales material
- Created comprehensive brand redesign to improve the ability to shop sunglasses in mass retail accounts with sagging sales
- Managed team of three and departmental projects, increasing efficiency by 25%
- Managed printing and quality of Asian and stateside printers
- Wrote and maintained design budget
- Negotiated 30% savings on model usage extension

SENIOR DESIGNER, *Dioptics, Inc.*

- Designed and implemented a full range of marketing materials
- Directed production design intern
- Produced photoshoot on location resulting in improvement of merchandising
- Directed and managed diopticsunwear.com, an e-commerce web site, increasing online coupon redemptions by 18% and maintaining a 25% conversion rate
- Created promotional material allowing contact with new sales opportunities

DESIGNER, *Dioptics, Inc.*

- Created new brands for an expanding niche sunglass market
- Brought web design in-house saving several thousand dollars, and designed PolarOptics.com, a direct response e-commerce site
- Photographed studio quality product photography in-house, providing faster speed to market material

2008 **CONTRACT DESIGNER**, *Forestry Department of Hawaii*

- Wrote creative brief developing branding for FireWise, a program dedicated to educating Hawaiians on fire prevention
- Presented design concepts and direction to organization at various stages of the design process

2008 **CONTRACT DESIGNER**, *iii Design*

- Provided conceptual design for new branding opportunities

2002 - 2004 **SENIOR DESIGNER**, *Digital Services, Robert E. Kennedy Library, Cal Poly University*

- Designed and produced library signage and printed collateral
- Created branding strategies for departments on campus including Materials Engineering, Food Science and Nutrition, and Dairy Science
- Designed logo and front end web design for the Student World Assembly

Education

Bachelor of Science in Art & Design, cum laude
California Polytechnic University, Dec. 2003
Concentration: Graphic Design
Minor: Graphic Communication

Professional Development

Conferences: HOW Design Conference, Boston 2008
Flash Forward, Seattle 2006

Community: Portfolio Reviewer, Cal Poly 2004 - 2008
GrC Packaging Class Guest Lecturer, Cal Poly 2007 - 2008