

Ryan Peterson

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1601 Sandbar Cir
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Professional Summary:

Highly motivated and creative graphic designer with experience in motion graphics, branding, and marketing. Skilled in collaborating with clients to bring their vision to life. Seeking a challenging role in a dynamic organization where I can utilize my design skills and experience to make a significant contribution.

Experience

Web Design Team Lead

ASU Graphic Design Senior Association (GDSSA)

August 2022 -May 2023

- Co-led a team of 6 designers to create and maintain visually appealing and user-friendly websites.
- Ensured website content was up-to-date and accurate, and that all links worked properly.
- Successfully organized and ran a virtual auction on the website, selling over 500 posters and generating ~ \$10,000 in revenue to fund a senior exhibition.
- Collaborated with the senior graphic design students to ensure their work was accurately and effectively represented on the exhibition page.

Freelance Graphic Designer

2018-Present

- Designed motion graphics, banners, logos, and cover art for various businesses
- Listened to clients' needs and made necessary adjustments to designs
- Collaborated with clients to ensure satisfaction with final designs
- Posted new designs online on a regular basis, building a following of over 1,600 followers

Community Assistant, Marketing Lead

Arizona State University, University Housing

August 2020 -May 2023

- Designed posters for events being hosted in a residential community on campus
- Collaborated with team members to create cohesive marketing campaigns
- Coordinated with event organizers to ensure all marketing materials were delivered

Residential Community Desk Assistant

Arizona State University, University Housing

August 2020 -May 2023

- Answered telephones and directed visitors to appropriate staff
- Filed paperwork and maintained organization of keys and paperwork
- Provided excellent customer service to all residents and guests who visited the desk

Education

Bachelors of Science (B.S.)

Visual Communication Design

Summa Cum Laude

Arizona State University

August 2019 – May 2023

Awards

Annual PSAid National Contest

2022 PSAid Digital Image

2nd place

SkillsUSA, Texas State Conference

2019 Pin Design Competition

2nd place