



Michael Peters

Senior Designer

hello@mikepeters.io
mikepeters.io

Introduction

Hello! I'm Mike. I help creative studios design digital interactive experiences. 🙌

Education

Art Institute of Atlanta
Graphic & Web Design
2009 - 2010

Software

Figma
Sketch
Principle
Photoshop
Illustrator
InDesign

Awards

Webby Award:
Best Visual Design
iPhone 13 Pro - Apple.com

Webby Award:
Best Practices
iPhone 13 Pro - Apple.com

Webby Award:
Best Visual Design
iPhone 12 - Apple.com

Social

linkedin.com/in/mikepetersio
behance.net/mikeio
github.com/mikeio

Experience

UI/UX Designer, CarQuotes

Atlanta, GA, 2023 - Present

- › Designing & delivering innovative end-to-end experiences from concept to launch.
- › Working with clients to understand their project goals, target audience, and requirements for various design projects.

Senior Designer, Apple (via AKQA)

Sunnyvale, CA, 2018 - 2022

- › Joined Apple's Marcom Interactive team to concept and design brand marketing experiences for various services and devices across Apple.com
- Services: Apple News+
Hardware: AirPods Pro, Airtag, iPhone

Designer / Developer, Twenty Over Ten

State College, PA, 2017 - 2018

- › Leveraged Twenty Over Ten's content management system to design and develop websites for financial advisors and wealth management firms.
- › Managed projects from initial concepts to launch, overseeing all aspects of design and front-end development.
- › Worked closely with copywriters to create unique concepts based on the client's advertising and marketing goals.
- › Ensured products met or exceeded client expectations, while in alignment with SEC compliance requirements and FINRA regulations.

Senior Designer, Force Marketing

Atlanta, GA, 2015 - 2017

- › Led design for the Interactive Team, and helped develop email marketing campaigns, landing pages, and digital advertisements for automotive dealerships across North America.
- › Designed UI prototypes to improve functionality and user experience for Helix, a data-driven marketing platform that leveraged audience targeting, attribution modeling, and automation for clients.
- › Partnered with the Director of Interactive Marketing to align design solutions with the overall marketing strategy, while working with cross-functional teams to ensure consistent brand messaging across all channels.
- › Worked with the Leadership Team to help produce marketing solutions for various non-profit organizations.



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Experience (cont'd)

Designer, Brightfire

Lawrenceville, GA, 2012 - 2015

- › Executed a diverse range of cross-media projects, spanning brand identity, large format graphics, packaging design, product design, and web design.
- › Worked alongside the Creative Director to design Live Nation's annual website and iOS app for Music Midtown.
- › Helped design and launch Funny or Die's interactive trivia game for Billy on the Street, featured on ComedyCentral.com

Graphic Designer, RsvpATL

Atlanta, GA, 2010 - 2012

- › Created promotional materials, including posters, flyers, and social media graphics for events and festivals.
- › Worked with clients to ensure a deep understanding of their promotional objectives, resulting in designs that effectively communicated their brand message and maximized engagement at events.

Graphic Designer, Mindzai Creative

Atlanta, GA, 2009 - 2010

- › Designed print collateral and produced high-quality prints for clients.
- › Utilized and operated printing equipment, including digital printers, screen printing machines, and vinyl cutters.
- › Assisted customers in selecting and customizing designs for their projects, providing guidance on materials, colors, and finishes to ensure the best outcome.