



Michael Peters

Interactive Designer

hello@mikepeters.io

mikepeters.io

About Me

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

Education

Art Institute of Atlanta
Graphic & Web Design
2007 - 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

Experience

AKQA, Senior Designer

San Francisco, 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

Twenty Over Ten, Senior Designer / Developer

State College, PA, 2017 - 2018

- › Designed and developed websites for financial advisors using Twenty Over Ten's content management system.
- › Responsibilities included collaborating with copywriters, producing sketches and wireframes, designing user interfaces and providing custom front-end development solutions when necessary.

Force Marketing, Senior Designer

Atlanta, GA, 2015 - 2017

- › Lead design for the Interactive Team and produced designs for email marketing campaigns, landing pages and digital advertisements for automotive dealers throughout the United States and Canada.
- › Collaborated with the Director of Interactive Marketing to determine strategy and execute design solutions for annual marketing campaigns.
- › Worked with the Leadership Team to help produce marketing solutions for various non-profit organizations.

Clients: Audi, Ford, Honda, Mercedes-Benz, Toyota

Non-profits: Bright Futures Atlanta, National Pediatric Cancer Foundation

Brightfire, Web Designer

Lawrenceville, GA, 2012 - 2015

- › Worked alongside the Creative Director to design a wide variety of cross-media projects involving branding, illustrations and UI designs.

Clients: Cirque du Soleil, Comedy Central, Live Nation

RsvpATL, Graphic Designer

Atlanta, GA, 2010 - 2012

- › Designed marketing materials that adhered to established brand standards and guidelines which included digital and prints ads, event signage, VIP passes and large format print items.