

PETER SMITH

PDSmithdesign@gmail.com

678.313.0254

www.PDSmithdesign.com

SKILLS

Proficient in:

Photoshop
Illustrator
Indesign
Sketch
Microsoft Office
Identity + Branding
Production
Web and UX/UI Design
Packaging
Information Design

Knowledgeable in:

HTML/CSS
Photography
Screen printing
Book Making
After Effects

EXPERIENCE

Graphic Designer | *Oakland Raiders* | Oakland, CA

August 2016 – October 2016

- Fulfilled print design needs including, but not limited to collateral, event signage, stadium signage, and gameday program covers.
- Created web assets for the Raiders social media accounts, including motion graphics and real time gameday update graphics, as well as e-mail designs for multiple campaigns.

Senior Production Designer | *Electronic Arts* | San Francisco, CA

April 2016 – June 2016

- Created assets for Origin.com and EA Access throughout the site and app, included multiple localizations
- Created look and feel, sale, pre-order, and general marketing assets for Origin.com and EA.com
- Produced updated game assets for current and future iterations of Origin and Origin Access.

Contractor | *Revel Systems* | San Francisco, CA

October 2015 – January 2016

- Created ad and social media campaigns including Black Friday, Cyber Monday, QSR, restaurant, and retail for mobile, web, LinkedIn, and Facebook.
- Created marketing collateral including white papers, one-sheets, trade show graphics, event invites, and brochures.

In-house Graphic Designer | *Pac-12 Conference* | San Francisco, CA

September 2014 – August 2015

- Created, designed and executed Pac-12 marketing campaigns in conjunction with all Conference and Networks teams.
- Fulfilled all Conference design needs including, but not limited to, collateral, web, merchandise, signage, and print elements using the Adobe Creative Suite.
- Managed Pac-12 Style Guide fulfillment with institutional equipment and facilities management to ensure the brand guidelines were followed by all 12 member institutions across the 14 sports it sponsors.
- Assisted CMO and Director of Business Operations with various communications to internal and external constituents including, but not limited to PowerPoint, Keynote, Creative Suite presentations and materials.
- Assisted with all Pac-12 Championship and Tournament events including event production beyond graphic design (brand ambassador, event load in/out, etc.).
- Monitored and analyzed marketing performance metrics, maintained conference benchmarking and made recommendations on new strategies and opportunities.
- Assisted in creation of sponsor/partner activations in conjunction with Pac-12 Networks.
- Served as historian for the Pac-12 Conference's environmental graphics to procure elements for office space along with keeping all design elements relevant.
- Managed Purchase Orders and Invoices for orders placed with outside vendors.

Contractor/Intern | *Brand Fever* | Atlanta, Georgia

January – July 2014, August 2014

- Assisted with creation and implementation of collateral and assets for the LFI 2014 Tradeshow, the Shepherd Center Legendary Party and the High Museum of Art Wine Auction.
- Created presentation pre-read for The McDonald's Division of Coca-Cola and assisted with the creation and implementation of digital brochures and presentation boards for The Coca-Cola Company.
- Assisted with creation of product brochures for Georgia-Pacific and Acuity Lighting.
- Created print advertisements for FTI and PDI Kitchen, Lighting, and Bath.

Contractor | *Next Marketing* | Norcross, Georgia

September – December 2013, July 2014

- Created Assets for mobile marketing activations for Community Coffee, Chevrolet and GrandAm.
- Assisted with creation of print and digital display elements design for Polaris marketing activation.

EDUCATION

Design, Graduate Studies | *Portfolio Center* | Atlanta, Georgia

2011 – 2013

B.A. in History, Architectural Studies Minor | *Trinity College* | Hartford, Connecticut

2006 – 2010