

PETER SMITH

CONTACT



PHONE
678.313.0254



EMAIL
PDSmithdesign@gmail.com



PORTFOLIO
www.PDSmithdesign.com

SKILLS



PROFICIENT IN:

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

KNOWLEDGEABLE IN:

HTML/CSS
After Effects
Principle
Photography
Screen printing

EXPERIENCE



- 03.2017 - PRESENT **YOUTUBE** **SAN BRUNO, CA**
Contract Production Designer
- Support all emerging experiences teams in ensuring product designs are up to spec and create redlines for delivery to the engineering team.
 - Creation of icons to conform to Material standards, including both system and product icons.
 - Audited, created, and QAed all assets across every platform for the YouTube rebrand effort.
 - Creation of a central asset library based on current spec to be used cross functionally as a design resource to create parity across all teams.
- 02.2017 - 02.2017 **UBISOFT** **SAN FRANCISCO, CA**
Contract Graphic Designer
- Assisted in development of brand design across multiple game properties, including, but not limited to social media assets, brand and marketing guidelines, packaging, and logo development.
- 08.2016 - 10.2016 **OAKLAND RAIDERS** **OAKLAND, CA**
Contract Graphic Designer
- 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.
- 04.2016 - 06.2016 **ELECTRONIC ARTS** **REDWOOD CITY, CA**
Contract Senior Production Designer
- Created assets for Origin.com and EA Access, including up to 20+ 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.
- 10.2015 - 01.2016 **REVEL SYSTEMS** **SAN FRANCISCO, CA**
Contract Graphic Designer
- 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.
- 09.2014 - 08.2015 **PAC-12 CONFERENCE** **SAN FRANCISCO, CA**
Graphic Designer
- Created, designed and executed Pac-12 marketing campaigns and sponsor/partner activations 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 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.
 - Served as historian for the Pac-12 Conference's environmental graphics to procure elements for office space along with keeping all design elements relevant.
- 01.2014 - 07.2014 **BRAND FEVER** **ATLANTA, GA**
Intern/Contract Graphic Designer
- 09.2013 - 12.2013 **NEXT MARKETING** **ATLANTA, GA**
Graphic Design Intern

EDUCATION



- 2011 - 2013 **PORTFOLIO CENTER** **ATLANTA, GA**
Graduate Studies, Design
- 2006 - 2010 **TRINITY COLLEGE** **HARTFORD, CT**
Bachelor of Arts, Major: History, Minor: Architectural Studies