

BRET PETERSEN

bretpetersen.com

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EXPERIENCE

DOREMUS

Graphic/Web/Interactive Designer

2017 - 2018

(In addition to absolutely everything listed below)

- New Doremus.com website build/assist with design.
- Design interactive touchscreen experiences for client expos.
- Create social media campaigns for client's brand, conventions and expos.
- Motion and static ad design.

Go Digital Multimedia, Greatland Homes LLC and Nail Bar & Spa

Graphic/Web Designer & Videographer

2017

- Video commercial scripting, shooting and editing.
- Set up and manage digital signage systems with Raspberry Pi and Yodeck.
- Motion and static ad design for digital signage clients.
- Website additions and updates with HTML, CSS and Squarespace.

CBS INTERACTIVE & LIFT

Interactive Designer

2016 - 2017

- Banner and email design for client Sling.
- Paralaxing ad and website background design for client CNET.

PERSONAL CAPITAL

Senior Interactive Designer

2014 - 2016

- Specialize in digital and print advertising.
- Create company styleguides for both designers and developers.
- Assist with production of elements with the product team.
- Icon design, and animation.
- Manage outside agencies with print and digital marketing campaigns.
- Interview new design prospects.

Accomplishments:

Launch several successful campaigns and marketing sites for Personal Capital.

CIBO

Production artist

2014

- Create mobile version of client's desktop website.
- Layout clear guidelines for developers.

MOONSHOT VENTURES

Art Director

2013

- Mobile and desktop concepting, design, and development for various potential and existing clients.
- Work with a small team to make big ideas a reality. Main client 15Five.

AKQA

Senior Designer

2013

- Mobile design, UX, and UI for clients such as Target and Visa.

Accomplishments:

Building of skills for designing for mobile.

CREATURE

Senior Designer

2013

- Banner design and animation for the client Double Down Casino.

ORGANIC INC.

Senior Designer

2010 - 2013

- Specialize in digital and print advertising. Clients include Intel, Nike, Quaker, Nature's Way, Bank of America, Kimberly Clark, and the Meth Project.
- Concept, design, prototype, and develop product modules and banner ads.
- Work closely with the developers using HTML5 and Javascript to make the transition from Flash based to HTML5 based product modules.
- Use AS3 and Google Analytics to design for syndication.
- Work in pitch campaigns for new business.

Accomplishments:

Creation and launching successful campaigns for large scale companies.

Freestyle Interactive & Agency.com

Interactive Designer

2005 - 2010

- Design and animation of flash banners for clients such as EA, Lexus, Miller, Ask.com, Fisher Price, and Shutterfly.

Accomplishments:

Building of animation skills and storytelling.

SKILLS

SOFTWARE

Sketch, Adobe XD, Photoshop, Illustrator, Flash, In Design, After Effects, Final Cut Pro HD, Keynote, Dreamweaver, and WordPress.

EDUCATION

2000 - 2004

University of Minnesota Duluth

BFA in Graphic Design

- Cum Laude, 2004
- Departmental Honors, 2004