

## **BRET PETERSEN**

bretpetersen.com

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## **EXPERIENCE**

### **FREELANCE**

Interactive Designer/Art Director

2018 - current

*(In addition to absolutely everything listed below)*

- Create and maintain websites for clients.
- Create motion and static ads for digital advertising clients.

### **DOREMUS**

Graphic/Web/Interactive Designer

2017 - 2018

- Website builds and 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