



# COLT PETERSON

## Creative Director

### WORK EXPERIENCE

- Storify Studio** / Oct 2018 - FEB 2021  
 Creative Director: Conceived and implemented visual marketing programs that range from print media to digital presentations. I originated the company's own brand and image, as well as served clients in the same capacity. While meeting fast-paced 'startup' deadlines, I was responsible for developing engaging collateral for our clients that tells a story and elicits an emotional response from viewers. Also responsible for working closely with the design, graphic arts and marketing personnel to deliver content that exceeds the expectations of our clients.
  - Initiated and designed complex and simple marketing plans based on client specifications
  - Ensured that each project had the specific financial and personnel resources it required to be successful
  - Attended sales presentations to help clients understand the creative angle of each marketing program
  - Worked with the executive team to implement marketing materials for the firm to help increase the firm's exposure
  - Collaborated with design personnel to ensure that all creative ideas are presented properly
- Premier Connects** / June 2016 - Jan 2019  
 Art Director: Responsible for the visual style and images in print, web, branding, and motion productions. Created the overall design and directed others who developed artwork or layouts.
- UNIFYLINK** / March 2015 - Feb 2016  
 Graphic Designer: Designed and managed visual content for social media advertising campaigns, as well as provide one-on-one consultation with each client.
 

At time of writing, client list included over 600+ small businesses nationwide.
- Freelance Graphic Designer** / Aug 2006 - Present

### EDUCATION

- College of San Mateo** / 2014  
 Continuing Professional Education: San Mateo, California
- Academy of Art University** / 2007-2008  
 Photography: San Francisco, California
- Diablo Valley College** / 2005 - 2007  
 Associate of Arts: Pleasant Hill, California
- Monte Vista High School** / 2005  
 Diploma: Danville, California

### PROFILE

**Abstract:** Highly accomplished graphic design professional. Serving as the driving force behind innovative, functional, creative design solutions for all aspects of product graphics, illustrations, and brand identity development. Exceptional ability to develop ideas and deliver precision artwork. Skilled, detail-focused coordinator for all design logistics.

### CONTACT ME

- (925) 658-2424
- colt.ink
- storifystudio.com
- colt.peterson@gmail.com
- LinkedIn: colt-peterson-b4337729
- 77 NE Grand Ave.  
Portland, OR 97209

### Proficiencies

- ADOBE CC
  - ILLUSTRATOR
  - PHOTOSHOP
  - AFTER EFFECTS
  - PREMIERE
  - INDESIGN
- HUBSPOT
- WEBFLOW
- OFFICE
- CRM (Zoho, Salesforce, Sugar, Hubspot)
- G-SUITE

### REFERENCES

- Ken **LEATHERMAN** / Storify Studio  
+1 (503) 502-4265 ken@storifystudio.com President
- Brian **SCHARBOROUGH** / Premier Connects  
+1 (971) 279-3841 brians5180@gmail.com Supervisor
- Dan **TERRY** / Nurnberg Scientific  
+1 (971) 269-9486 dant@epfl.us Director