Brandon Peterson

Fusing colors, shapes, and creativity
to produce a beautiful user experience.

Work Experience

Senior Design Specialist
2 Years

Presh Marketing Solutions | Tampa, FL | 813-515-0064
Sept 2020 - Oct 2022

Tools: Photoshop, Illustrator, Adobe XD, InDesign, Wordpress, Microsoft Office, HubSpot, Slack

I collaborate directly with clients and account managers on each and every project. All clients were in the IT channel, with funding partnerships with Cisco amongst other major IT providers. Some of my main duties at Presh Marketing Solutions were:
  • Designing, prototyping, and building mockups for client websites.
  • Building & redesigning client website's and branding.
  • Maintaining, backing up, troubleshooting, and restoring client websites.
  • Designing print materials such as partner document, inside and outside sales documents, and sales battlecards.
  • Making sure that all websites are mobile friendly, SEO optimized, and integrated with Google Tag Manager.
  • Build websites, create and code templates, design emails in HubSpot CMS.
  • Consult clients on best practice standards when it comes to websites and overall user experience.
  • Responsible for training of new web developer hires.

UX Designer / Graphic Designer
4 Years

INVIZON, LLC | Merrill, WI | 715-722-0360
Sept 2016 - March 2020

Tools: Photoshop, Illustrator, Adobe XD, InDesign, Wordpress, Invision, Magento 2, Microsoft Office, Basecamp

I collaborate directly with clients on each and every project. In addition, I research , prototype, and design/code all projects with my main focus on a user friendly experience. Some of my main duties at Invizon were:
  • Designing and conceptualizing logos.
  • Redesigning websites to become more user friendly and better represent the client's brand.
  • Building E commerce websites.
  • Maintaining and troubleshooting websites.
  • Designing print materials such as brochures, sales booklets, and advertisements.
  • Making sure that all websites are mobile friendly.
  • Administrator training for all clients once their website is completed.

Web Designer / Graphic Designer / Frontend Developer
8.5 Years

Freelance | brandonpdesigns.com | 715-445-6266
June 2014 - Present

Tools: Photoshop, Illustrator, Adobe XD, InDesign, Wordpress, Invision, Microsoft Office

I have been working as a freelance Web Designer/ Graphic Designer since I finished school in 2014. I have redesigned websites, created new websites (including setting up hosting), designed for print, and logo design. Some of the main projects I work on are :
  • Re-branding and designing logos.
  • Redesigning internal documents for clients that want to have professional looking contracts with their branding throughout.
  • Maintain client websites on a weekly to monthly basis for those who do not have time to update their own.
  • Creating E commerce websites.
  • SEO and Analytics
  • Making sure that all websites are mobile friendly.
  • Creating marketing images and designs for social media promotion.
  • Administrator training on all websites that I create.

Shift Supervisor
2 Years

KT Merrill, LLC | Merrill, WI | 715-297-1400
Sept 2011 - June 2013

I was a Shift Supervisor at KFC/Taco Bell in Merrill, WI. I worked here as a manager while attending school full-time. Some of my duties as a Shift Supervisor included:
  • Keeping a meticulous store wide inventory count at the beginning and end of each shift.
  • Making sure that my crew of 5-9 people stayed productive, knew their duties, and adhered to company/FDA standards.
  • Manage all money, in all drawers, at the beginning, middle, and end of my shifts.
  • Provide customer satisfaction at all times during my shifts.
  • Prepping the store and food for the next day.

Education

Web & Digital Media Development | *Northcentral Technical College*
Sept 2011 — June 2014

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(715) 445-6266

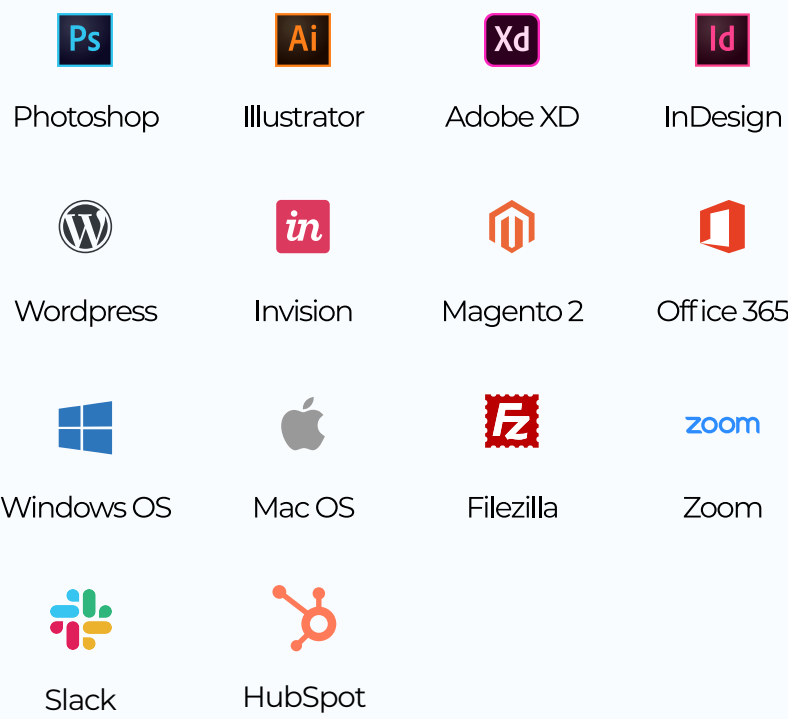brandon@brandonpdesigns.com

brandonpdesigns.com

Platforms

  • Web Design
  • Graphic Design
  • UX Design
  • HubSpot CMS

Skills

  • HTML/CSS
  • Wordpres
  • HubSpot
  • Front-end Web Development
  • Wire-framing
  • Adobe Creative Suite
  • Cusomer Service
  • Usability Testing
  • Information Architecture
  • SEOImplimentation/Optimization
  • Email Design
  • Template Coding
  • Landing Page Creation
  • Form Design

Software

Photoshop	Illustrator	Adobe XD	InDesign
Wordpress	Invision	Magento 2	Office 365
Windows OS	Mac OS	Filezilla	Zoom
Slack	HubSpot		

References

Chris McGovern | CEO — **2+ Years**
Presh Marketing Solutions
(423) 646-8788

Jason Liggitt | Creative — **2+ Years**
Wombles Copyright Holdings Limited
(727) 656-4442

Erin Dunne | Director of Research — **5+ Years**
Vertical Systems Group
(617) 448-0863

Joe Creighton | Account Manager — **2+ Years**
VThe Marketing Practice
(352) 397-8513