

# Lucy Peterson

## Contact

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San Francisco, CA

## Education

### California College of the Arts

2015 – 2018

*BFA Graphic Design*

*Minor in Visual Studies*

Study Abroad: Japan, Summer 2018

Graphic Design Senior Thesis Award

## Skills

### Software:

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe Premiere

Glyphs

HTML and CSS

Keynote

Microsoft Word

Microsoft PowerPoint

Microsoft Outlook

### Skills:

Art Direction

Branding

Email Design

Event Production

Exhibition Design

Mockups

Print Publication

Type Design

Typography

Storyboarding

Wireframes

## Experience

### Leddy Maytum Stacy Architects, Associate Marketing Designer

January 2019–Present

Create marketing proposals, maintain company website, design award submission packets, update and redesign templates frequently used by the architects and the marketing team, create office signage and environmental graphics.

### TBD\*, Designer

September 2018–December 2018

Selected to participate in a seven-person in-house design studio at CCA, working with local nonprofits on pro-bono design projects. Lead a team of four in collaboration with architecture firm Atelier Cho Thompson to create installation graphics for three different cafeterias as part San Francisco Unified School District's Future Dining Experience.

### Catharine Clark Gallery, Graphic Design Fellow, previously Gallery Intern

July 2018–December 2018

As a design fellow: created online banners, event invitations, and printed catalogs for promoting the gallery at art fairs. Collaborated with artists to create motion graphics, album covers, and graphic elements of their work. As a gallery intern: worked closely with each member of the staff assisting with gallery operations, installing art, archival tasks, and designing marketing materials.

### California College of the Arts, Design Coordinator Assistant

October 2017–December 2017

Collaborated as a team of three to produce the Fall 2017 Design Thesis Show. Managed graphics and printing, installed the show, and worked with artists to hang their work. Assisted with coordinating participants from three disciplines: graphic design, industrial design, and illustration. De-installed the show and coordinated donations of extra materials.

### Williams Sonoma Inc., Pottery Barn Kids Creative Services Intern

June 2017–August 2017

Worked with the production team to create spreads, make copy changes, edit, and place photos. Shadowed photo shoots to understand the entire process of creating a spread in the catalog. Worked closely with the PBKids intern team to create a sample marketing plan for the Pottery Barn Kids Small Spaces line to reach a younger audience. Presented a plan for a redesigned catalog with a VR element, and worked with the team on presentation graphics.

### Bryn Brugioni Interior Design, Design Intern

January 2017–October 2018

Worked closely with the lead designer to help carry out the creative vision of the studio. Interacted with reps in showrooms to select visual samples. Designed print collateral, presentation boards, and creative labeling for the studio.

