

Lucy Peterson

CONTACT

lucypetersondesign.com
Los Angeles, 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

Asana / Monday.com

HTML and CSS

Keynote

Klaviyo / Listrak

Microsoft Word

Microsoft PowerPoint

Microsoft Outlook

Skills:

Art Direction

Branding

Email Design

Event Production

Exhibition Design

Mockups

Print Publication

Typography

Social Media

Storyboarding

Wireframing

EXPERIENCE

SET Active, Senior Graphic Designer & Junior Art Director

January 2022–June 2022

Junior Art Director:

- Built and managed a creative team consisting of three designers and a content producer
- Hired and managed photographers, retouchers, and freelance designers
- Planned and executed 3-4 photoshoots a month including shoots for ecommerce, creative studio shoots, and location shoots
- Worked with brand and marketing directors to help develop social and marketing strategies and implemented the strategy through photography and design execution
- Oversaw design for social, email, influencer gifting, and packaging
- Designed all homepages assets
- Developed company-wide file organization and asset management

Senior Graphic Designer:

- Managed mid-level graphic designer, worked as a team to execute all graphic needs
- Designed 4–5 weekly marketing emails to drive conversation and revenue
- Designed daily social stories and posts
- Designed monthly paid media assets
- Created unique branding and campaign launches for monthly drops

Good American, Graphic Designer

April 2021–January 2022

- Designed 50–60 emails a month, working closely with the art director, e-commerce team, and merchandise team to create compelling stories and graphics to drive revenue and new business.
- Designed daily social media posts and stories to promote both weekly drops as well as evergreen messaging, creating graphics to drive engagement.

7 For All Mankind, Graphic Designer

November 2020–April 2021

- Designed digital marketing assets including daily emails, homepage updates, promotional advertising, digital advertising, and social media.
- Designed packaging for all new programs and seasonal big-ideas.
- Created store-specific marketing materials such as promotional emails, mailers, in-store signage and social media assets.

Levi Strauss & Co., Assistant Graphic Designer

June 2019–November 2020

- Redesigned all packaging segments for Levi's challenger brands. Updated format, layout, color, lockups, and developed art direction for imagery.
- Developed creative for seasonal marketing campaigns. Participated in concept development, casting, location scouting, and gave styling and prop guidance. Organized the shoot flow and created detailed shoot decks for on-set use. Managed all post-production work, including image selection, external retouching, and global guidelines for asset distribution.

