NICK PETERSON nick@chipchug.com | 732-833-3778 | nickpeterson.co/?password=yournewdesigner

EDUCATION

THE COOPER UNION FOR THE ADVANCEMENT OF SCIENCE AND ART | New York, NY | 2017
Bachelor of Fine Arts, GPA 3.3
Full-Tuition Scholarship

PROFESSIONAL EXPERIENCE

CHIPCHUG STUDIOS | New York, NY | February 2018 –Present
Graphic Designer

- Collaborated closely with clients to conceptualize and execute custom branding, including logos, color palettes, typography, and visual assets
- Conceptualized and executed innovative packaging designs that enhanced product shelf appeal and reinforced brand identity through strategic use of typography, color, and imagery for major retail distributors
- Designed visually striking marketing materials such as social media graphics, email campaigns, and digital advertisements that drove increased engagement and conversions
- Developed innovative UI/UX designs for responsive websites that enhanced the user experience and achieved client business objectives
- Utilized industry-leading design software like Adobe Creative Cloud to create high-quality, on-brand deliverables efficiently
- Stayed current with design trends and tools to continually enhance the quality of creative output

GOODWORKS | New York, NY | March 2023 – August 2023
Visual Designer - Contract

- Spearheaded the design and development of comprehensive branding systems, including logos, branded templates, and brand guidelines
- Crafted eye-catching signage, posters, and other environmental graphics that elevated the visual identity of each client
- Demonstrated strong typographic skills to create impactful layout and composition for print and digital assets
- Collaborated across teams to understand project requirements and deliver design solutions that met business objectives

THINKFUEL MEDIA | Westchester, NY | November 2021 – January 2023
Package Designer

- Mentored and led a team of over 20 designers and developers to ensure the successful delivery of high-quality design projects
- Presented design concepts and recommendations to clients, securing buy-in and driving the implementation of visually stunning solutions
- Designed a best-selling product packaging design that was featured on the shelves of Target®, showcasing exceptional branding and visual appeal
- Managed multiple projects simultaneously and met publication deadlines

CORE STUDIOS | Redbank, NJ | June 2016 – November 2017
Lead Graphic Designer

- Crafted compelling storyboard concepts and animated graphics, including intros, outros, and transitions, for a diverse client portfolio
- Collaborated closely with the production team to ensure the seamless integration of design elements within video and motion graphics projects
- Demonstrated proficiency in various design disciplines, including illustration, 2D animation, and motion design, to deliver visually captivating deliverables

SOFTWARE & PROFICENCY

3D (Esko Studio) • Color Correction & Retouching • Reformatting • Mock Up Designs • Proficiency in Print Processes (Offset, Silkscreen, Digital, Letterpress, Gravure) • Collaboration with Vendors/Printers • Adobe Illustrator • Adobe Photoshop • Adobe InDesign • Adobe After Effects • Figma • HTML • Brand Identity • Art Direction • Creative Strategy • Logo Design • Website Design • Social Media • Start-up Experience