

# ellie peters

Graphic Designer

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585.545.0336

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## Summary

Good design improves the human experience. My professional skill in graphic design takes form in a variety of mediums including print, web, and UX/UI—even photography, illustration, hand lettering, and film.

## Education

Rochester Institute of Technology 2015  
BFA in Graphic Design, 3.96 GPA

Finger Lakes Community College 2011  
Associates in Science, Fine Art, 3.5 GPA

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## Experience

Junior Art Director, Clark CSM Marketing Communications | Pittsford, NY *June 2015–November 2016*

- Designed both independently and as part of a collaborative team while working directly with a variety of clients including Cayuga Lake Wine Trail, Black Button Distilling, and Bausch + Lomb.
- Worked in a variety of additional capacities including: prepress and print production management, copywriting, client relations, photography, and social media associate.
- Fulfilled the roles of Graphic Design Intern, Graphic Designer, and Junior Art Director—including as a direct report to graphic design interns.

Freelance Graphic Designer, Ellie Peters Design | Canandaigua, NY *January 2013–Present*

- Design and illustration for a variety of clients including Empire Medicinals, University of Rochester Psychiatric Unit, US Sprint Kayaker Emily Wright.
- Volunteer design services for National CASA Association and The Young Entrepreneurs Academy.

Graphic Design Intern, Bosch Security Systems | Fairport, NY *June 2014–May 2015*

- Learned and maintained an elaborate design guide for the Bosch brand across numerous applications.
- Designed for print and web: materials often had global visibility and consisted of brochures, leaflets, catalogs, advertisements, posters, pull-up banners, trade show booth graphics, web and UX/UI design, and e-blasts.
- Regularly relied upon for image retouching and manipulation, also directed product photo shoots.
- Consistently met deadlines in a very fast-paced environment, even with a part time schedule.
- Reliable as the single in-house designer with responsibility for maintaining multiple brands.

Graphic Design and Marketing Intern, BioWorks | Victor, NY *January 2013–May 2013*

- Creation, design and modification of packaging artwork, webpage layouts, and print and web advertisements.
  - Product photography and retouching.
  - Promotional event planning and organization.
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## Skills

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|---------------|---------------|
| InDesign      | Typography    |
| Photoshop     | Illustration  |
| Illustrator   | Collaboration |
| After Effects | Art Direction |
| HTML / CSS    | Research      |

## Creative Interests

Creative campaigns for the greater good, branding design and systems, advertising, packaging, web and user interface design, typography, photography, and hand lettering.

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