



Education

University of California, Berkeley

–

Bachelor of Arts (BA)
Practice of Art and Media Studies
Double Major
Cumulative GPA 3.7 / 4.0
2012

California College of the Arts

–

Continuing Education
Design
2015

Skills

Design

–

Adobe Creative Suite
InDesign
Illustrator
Photoshop
Premiere
AfterEffects
Sketch
Final Cut Pro

Fine Arts and Art Direction

–

Illustration
Color Theory
2-D Design

Awards

32 Under 32, AD2SF
Best Creative, AKQA SF

Professional Experience

AKQA San Francisco

–

Art Director / Visual Designer

August 2017 - Present

Depending on account and project, experience serving AKQA's clients both as visual conceptor and graphic designer capacities.

Clients include Apple (currently) Levi's, Facebook Oversight Board, Audi USA, ServiceNow, Peet's, and various new business pitches.

Experience concepting and executing the following: online and webpage design, social media assets, logo and branding, poster and various print collateral, event space visual direction, paid digital media, email comm, retail signage and window displays, out-of-home assets, photoshoot prep, video, and retouching. To name a few.

Famous for perfect project handoffs and punctual timesheet completion. Leads monthly internal "Design Club" and participates in AKQA's community outreach initiatives.

Human Resources Coordinator

November 2015 - July 2017

Weird jump? Sure. But it was my intent the whole time and is better explained outside the confines of this column. :)

Kaitlyn Peterson

–

kaypeetza.com
kaypeetza@gmail.com
+1 916 230 0311
@kaypeetza (IG, VSCO)
San Francisco, CA, USA