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Education

UC BERKELEY

–

Fine Art and Media Studies

Bachelor of Arts (BA)
Double Major
Cumulative GPA 3.7 / 4.0
2012

CCA

–

Design

Continuing Education
2015

Skills

DESIGN

–

Adobe Creative Suite
(expertise with all the usual suspects,
plus After Effects and Premiere)
Figma
Sketch
Principle

FINE ARTS & ART DIRECTION

–

Illustration
Photography Direction
Storyboarding
Color Theory
2-D Design

Awards

32 Under 32, AD2SF
Best Creative, AKQA SF

Professional Experience

PEACHY STUDIO

–

Creative Lead / Art Director

October 2021 - Present

Leading Peachy's first internal creative team to define and refine brand's language across both visual and written touch points. Notable projects include redesigning the Peachy website in its entirety, leading photoshoots to replace all motion and still content, updating and evolving existing brand guidelines for crystal clear guidance around strategy, voice, and visual identities. And as such with startups, have functioned as my own department's project manager and built out project processes between creatives, other internal teams, contracted vendors, and agencies.

AKQA SAN FRANCISCO

–

Art Director / Designer

Aug 2017 - Oct 2021

Apple, Facebook, Levi's, Audi, ServiceNow, Peet's Coffee, and various new business. Famous for perfect project handoffs and leading monthly Design Club meeting.

Human Resources Coordinator

Nov 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

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kaypeetza.com
kaypeetza@gmail.com
+1 916 230 0311
@kaypeetza (IG, VSCO)
New York, NY