

NATHAN PETERSON

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PROFESSIONAL SUMMARY

Results-driven executive with advanced skills in graphic design and a passion for creating visually compelling and innovative experiences. Possessing a proven track record of delivering exceptional design solutions across a diverse range of industries and mediums, my expertise extends to brand development, print design, digital media, and multimedia production, allowing me to craft cohesive and captivating brand identities that leave a lasting impression. As a creative visionary, I am dedicated to continuous learning and staying at the forefront of design trends, which enables me to push boundaries and explore unconventional approaches. As I progress in my career, I continue to bring my artistic flair, leadership prowess, and in-depth understanding of design principles to elevate brands and drive engagement through cutting-edge visual storytelling. Passionate about the power of design to evoke emotions and connect with audiences, I am eager to contribute my expertise to a dynamic team that values innovation, artistic excellence, and client satisfaction.

TECHNICAL SKILLS

Adobe Creative Suite | Figma | Final Cut Pro | Logic Pro | Canva | Basecamp | Wix | Monday.com | Shopify | WordPress | WebEx | Prezi | Keynote | Pages | Numbers | Hype | OmniGraffle | UPC Encoder | Telegram | Trello | Asana | Squarespace | Dropbox | WeTransfer | Greenhouse | Square | Stripe | PayPal | Slack | Google Workspace | Microsoft Office Suite | Teams | Zoom

AREAS OF EXPERTISE

Brand Development & Management | Critical Thinking | Digital Media | Flexibility | Trend Awareness | Self-organization | Leadership | Effective Communication | Advertising | UX & Web Design | Strategic Planning | Art Direction | Budgeting | Collaborative Problem-solving | Creative Project Management | Detail-oriented | Data Reporting & Analysis | Training

WORK EXPERIENCE

LUDWIG MATHIAS, LLC

Owner & Director, Creative & Marketing

2004 – Present

- Expertly leads and directs creative teams in the development of impactful visual campaigns as a freelance creative director and designer for multimillion-dollar, international companies across various industries.
- Spearheads brand development initiatives for all freelance clients, working with marketing and communications teams to create cohesive brand identities that effectively communicate client messaging.
- Conceptualizes and executes innovative redesigns and rebrands for print materials, digital media, and multimedia projects, consistently meeting project deadlines and budgetary constraints.
- Leverages advanced skills in graphic design to create visually stunning and aesthetically pleasing visuals for companies in health & nutrition, hospitality, camping equipment, CBD, photography, and B2B/B2C industries.

- Fosters a collaborative and creative work environment that promotes professional growth and excellence, while directing magazine advertising, audio/video script writing, storyboard/brochure design, brand strategy & more.

KIM BROWN & ASSOCIATES

Art Director/Copywriter/Graphic Designer

2008 – 2010

- Skillfully collaborated closely with national clients to understand their vision and objectives, writing copy for radio & television ads within industries, such as nutrition, restaurant, and automotive repair software.
- Stayed abreast of industry trends and emerging technologies, incorporating cutting-edge design techniques to maintain a competitive edge in the market, while leading the art direction for corporate identities and logos.
- Managed multiple projects simultaneously, balancing priorities and resources to ensure timely and successful project delivery on all package design, print advertising, and video direction & production needs.
- Conducted thorough research & analysis of target audiences and market trends, informing design decisions and optimizing creative strategies for all social media communications.
- Implemented streamlined design workflows and processes, increasing efficiency and productivity within the creative team for clients specializing in health & nutrition as well as automotive retail.

ADDITIONAL EXPERIENCE

INTEGRATED MARKETING GROUP | Art Director & Graphic Designer

SELPH & SMITH MARKETING SOLUTIONS/OXYGEN MARKETING | Art Director & Graphic Designer

EARTH'S PHARMACY NUTRITIONALS | Graphic Designer

EDUCATION

Bachelor of Science, Visual Communication | Weber State University – Ogden, UT