Brian M. Peters
DESIGN LEADER

brianmp.com
620.793.2651
brianpetersrg@gmail.com

EXPERIENCE

Medical Solutions / Senior UX/UI Designer

February 2023 - Present

Enhancing visual branding schematics and driving product design initiatives to create consistent and compelling user experiences.

Optimal / Principal Designer

July 2020 - Nov 2022 / Seattle, WA

Built and maintained product design systems, allowing us to design at scale and unify cross functional teams, reducing our time to publish by 70%.

Led all creative initiatives from end to end for Optimal's key product catalog including OnlineU, Gradreports and Switchup.

AMP Agency / Senior Designer

March 2019 - April 2020 / Seattle, WA

Creative directed a comprehensive million dollar multi-channel brand awareness campaign that exceeded participant expectations by 250%.

Ideated, presented and implemented experiential design tactics that celebrated brand ingenuity while increasing consumer awareness.

Mentored junior team members, providing guidance, advice and feedback.

Razorfish / Senior Designer

Oct 2016 - March 2019 / Seattle, WA

Lead designer from concept to completion for the Taco Bell app which currently sits at a 4.7 rating with over 1 million reviews (iOS) while being ranked in the top 12 for food & drink.

Collaborated with creative leads, designers, writers, UX, project managers, developers, technologists, and strategists alike.

Freelance Designer

Aug 2012 - Oct 2016 / Seattle, WA

Gained invaluable experience designing for a variety of project types while expanding my skill-set and networking with like-minded professionals.

Notable contracts included Razorfish, POP!, REI, and Sur La Table.

Coffman Associates / Graphic Designer

May 2006 - July 2012 / Kansas City, MO

Graphic identity design for airport planning studies, RFPs and web materials.

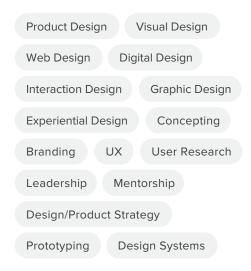**Emporia State University - Marketing Department** / Student Designer

Aug 2004 - Dec 2005 / Emporia, KS

Marketing collateral design for various departments, events and organizations.

SKILLS

Product Design   Visual Design

Web Design   Digital Design

Interaction Design   Graphic Design

Experiential Design   Concepting

Branding   UX   User Research

Leadership   Mentorship

Design/Product Strategy

Prototyping   Design Systems

TECHNICAL

Figma   Illustrator   Photoshop

InDesign   After Effects

HTML/CSS   SEO   Wordpress

BRANDS

Eddie Bauer • Charles Schwab • Google • Honda • Microsoft • PUMA • REI • Smithsonian • Southwest Airlines • Starbucks • Sur La Table • Taco Bell • T-Mobile • Xbox

EDUCATION

Emporia State University
BFA Graphic Design

ESU is an Art Accredited University