



Vicky Peterson

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Introduction Senior visual design professional skilled in web, mobile and print design:

- Experienced in successfully translating conceptual ideas into highly engaging and compelling visual presentations and design solutions
- Creative, pleasant to work with and enjoys solving complex problems in a fast-paced environment
- Technically proficient with exceptional Photoshop and Illustrator capabilities

Portfolio Please go to www.peterson-design.com and select the portfolio button to view my work.

- Qualifications**
- Lead visual design of products from conception to development, translating rough ideas into working, intuitive and elegant solutions
 - Meticulously perform essential visual design duties for pixel-perfect and high quality product design
 - Effective communicator, working directly with clients, team members and executive staff
 - Participate in research and user testing sessions in collaboration with creative, product, and development team members
 - Development of design standards, consistency, guidelines and usability processes
 - Support, create and implement efficient organizational structures
 - Understand web 2.0 standards, SEO best practices, browser compatibility issues and usability testing

Proficiencies Manage and produce complete, compelling creative solutions that consist of:

Mobile Product UI	Web design	Trade-show & Event Signage
iOS, Android, WP7, Symbian^3	Illustration	Color palettes
Website UI	Identity Packages	Typography
Icons and Logos	Branding and Guidelines	Flash Animations
Wire frames & Visual framework	Sketches and Storyboards	Marketing Campaign Media
Screen layouts	PowerPoint Presentations	Print Collateral

Technical Skills

Adobe CS applications	MS Office applications	Quark Xpress
-Photoshop/Fireworks	-Word	Keynote
-Illustrator	-Excel	HTML/XHTML
-InDesign	-PowerPoint	CSS
-Acrobat	-Visio	ActionScript 2
-Flash	OmniGraffle	CMS
-Dreamweaver	Basalmiq/Axure	Fetch, SVN, VPN

Industries Communications, e-Commerce, Product, Enterprise Software, Semiconductors, Automotive, Financial, Education, Commercial Real Estate, Non-Profit, Healthcare, Hospitality

Education/Additional Training BS in Graphic Design, San Jose State University


Technical Training:

- Advanced Photoshop Skills, MacWorld Conference & Expo, San Francisco
- Photoshop for the Web2, UC extension, Santa Clara
- FlashMX, MacAcademy
- MS PowerPoint 2003 - level 1, CTB University, Monterey
- Dreamweaver CS3 Essential Training, Lynda.com
- Premiere Pro CS4 Getting Started, Lynda.com
- ActionScript 3.0 in Flash CS4 Professional for Designers, Lynda.com - *currently attending*

Professional Training:

- Building Relationships, MindLeaders.com
 - Choosing Your Approach
 - Understanding Behavioral Intentions
- Business Ethics, MindLeaders.com
 - Ethical Dilemmas and the Law
 - Everyday Ethical Dilemmas

Languages English, Basic German



Professional Experience

- August 2011 - present Teleca Communications, Mountain View, CA
Senior Visual Designer - Mobile UI
Clients: Ford, Nokia, Foxtel, Cubic
- April 2011 - August 2011 Halosys Technologies Inc, Santa Clara, CA
Mobile UI, Web and Marketing Designer
Clients: Sandisk, Equinix
- March 2009 - April 2011 Peterson-Design, Boulder Creek, CA
Owner/Creative Director
Clients: Silicon Valley Bank, Naval Postgraduate School, Cornish & Carey Commercial
Newmark Knight Frank, Zero Motorcycles, Taproot Foundation, Virtuosant,
Heritage Web Solutions, Johnson Lyman LLC
- June 2005 - March 2009 CTB/McGraw-Hill, Monterey, CA
Senior Graphic Designer/Art Director
Products: Acuity, Writing Roadmap, TABE, First Performances, TerraNova
- October 1998 - June 2005 DeCarolis Design and Marketing, San Jose, CA
Sr. Graphic Designer/Creative Services Specialist
Clients: Borland, Cisco, Comstor, Lucent, Philips, Raychem, Sun, WebEx, Westcon,
Ask Jeeves, Fairmont, Web Van, Nancy Quiche, Cryogene, Paracor
- March 1997 - October 1998 Dulin Advertising, Redwood City, CA
Senior Art Director
Clients: Ascend, Fujitsu, and Raychem
- May 1994 - March 1997 TMP Worldwide/HR Advertising, Santa Clara, CA
Senior Collateral Designer
Clients: Ascend, Bank of America, Providian, Philips, Fujitsu, C-Cube Microsystems,
Gasonics International, Cadence, Elantec, Frame, Radix and Intellicorp
- May 1988 - May 1994 Design, Print and Copy Centers
Graphic Designer and Print Production Artist
Companies: ASAP Print & Copy, Winchester Printing, Valley Printing,
San Jose Logo Company, De Anza Design & Publicity Center, Copymat, and Alphagraphics

Additional Leadership Roles

SCUBA Instructor, Peninsula Diving Center, Mountain View, CA
Seneschal/Guild Leader, English Company of Foote Renaissance Guild, San Jose, CA
Treasurer, Coyote Creek Condominiums Home Owner's Association, San Jose, CA
Quarter Master, English Company of Foote Renaissance Guild, San Jose, CA

Hobbies & Interests

Teaching SCUBA diving, Horseback riding, Renaissance and Victorian history,
Science fiction, Costuming, Violin, Irish dancing