

# CHELSEA PETERSON

USER EXPERIENCE & PRODUCT DESIGN

## Contact

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## Toolbox & Skills

**UX/UI** Sketch, InVision, Kite Compositor, Principle, Camunda Modeler

**Design** Photoshop, Illustrator, InDesign, Lightroom

**Other** Premiere Pro, After Effects, Keynote, Video, Photography, Social Media & Marketing, Blogging, Hand Lettering, Illustration

## Education

### The Illinois Institute of Art

Schaumburg, IL | 2007 – 2011

B.A. Graphic Design, with honors

## Design Experience

### Clique Studios

INTERACTIVE DESIGNER | CHICAGO, IL | SEP 2012 – MAR 2018

Worked closely in an agency setting with project managers, engineering teams, and collaborated with other designers to create useful, usable, and delightful interfaces across mobile, web, and large-screen displays. Specific expertise in responsive design, information architecture, consumer experience design, and building mock-ups and prototypes that illustrate and test design thinking. Pushed for new ideas and improving the user experience beyond the scope of formal efforts or assignments. Worked with clients from all markets, including startups, education, healthcare, finance and ecommerce.

### DESIGNfirst Builders

GRAPHIC DESIGNER | ITASCA, IL | JAN 2012 – JUN 2012

Designed a wide range of digital and print projects including brochures, mailers, website graphics, oversized signage, trade show booths, banners, way finding pieces, event tickets, and illustrations.

### Heartwood Creations

WEB DESIGNER AND PHOTOGRAPHER | ROCKFORD, IL | NOV 2011 – FEB 2012

Photographed products in a studio setting for use across consumer website, wholesale website, and catalog. Hands-on involvement in concepting and designing for a website redesign and a child brand relaunch.

### Rockford Bicycle Company

SALES, SERVICE & DESIGN | ROCKFORD, IL | MAR 2006 – SEP 2011

Designed in-store signage, marketing/promotional pieces, email campaigns, and provided website updates and configuration. Customer related activities such as carrying out cash and credit transactions, promoting business operations and services and customer relations. Responsible for taking in repairs and performing basic mechanical skills.

### Meatheads

SOCIAL MEDIA INTERN | SCHAUMBURG, IL | OCT 2010 – APR 2011

Designed in-store signage, marketing/promotional pieces, and digital components used across email and social channels to promote Meatheads and community events. Filmed and photographed Meatheads experiences through blogging, Twitter, and Facebook. Interacted and invited others to join the Meatheads community.

### Heartwood Creations

PRODUCTION ARTIST | ROCKFORD, IL | DEC 2007 – MAR 2009

Handled production work on digital, print and large format jobs. Combined customer logos with existing in-house art for use in laser engraving production.