

# MIKE PETERSON

CREATIVE DIRECTOR/DESIGNER

## EDUCATION

Grand View University (2001)  
Double Major: Graphic Design/Visual Art GPA: 3.85

## WORK EXPERIENCE

**The Sandbox Agency, Associate Creative Director** 2007-Present  
Manage, execute and develop creative solutions based on direction and collaboration with Account Executives and/or clients. Possess solid understanding of the science and market dynamics of assigned product(s). Provide accurate time and cost estimates for each tactic. Make presentations and pitches to clients. Assist in the education and development of designers, while art directing projects and campaigns. Currently serve as Associate Creative Director and lead designer for seven accounts and 2.5 Million in revenue.

**Love Scott & Associates, Sr. Art Director** 2005-2007  
Work with and oversee agency's creative team and develop marketing/advertising campaigns, strategies, web materials and tactics. Collaborate with internal teams, propose creative concepts, and work with Account Executives and clients on projects from start to finish.

**Communications Data Services, Graphic Designer** 2002-2005  
Develop and produce custom print materials for its Corporate Communications Group. Conceptualize and design projects from start to finish, work with various vendors, and gained knowledge of the printing process. Projects included newsletters, brochures, posters, direct mail campaigns, logo design, and other high profile promotional materials.

**The Des Moines Register, Graphic Designer** 2000-2002  
Responsibilities included newspaper ads, logo design, newsletters, brochures, outdoor signage, web graphics, and meeting strict deadlines while working on multiple projects simultaneously.

## SKILLS

Indesign CC	●●●●●	Social	●●●●●
Illustrator CC	●●●●●	Digital	●●●●○
Photoshop CC	●●●●●	MS Office	●●●●○

## AWARDS

Art Director's Association of Iowa  
Scholarship (Top of Class)

Grand View University Art and  
Academic Scholarships

Who's Who in American College's  
and Universities

Grand View University Honor Society,  
Dean's List - 4 years

1998-2001 - Grand View University  
Annual Art Competition - 1st place

2006 - Art Directors Association of  
Iowa (ADAI) Best of Category Award  
Winner

2006 - American Marketing  
Association (AMA) Best in Show  
NOVA Award Winner

2007 - Midwest Printing and Graphics  
Association (MPGA) Gold Award  
Winner

2008 - National Agri-Marketing  
Association Award (NAMA), Brochure,  
Award Winner

2009 - Multi-Media Campaign Merit  
Award - National Cattlemen's  
Beef Board

2010 - NAMA Award Winner, 1st place,  
Ad campaign

2011 - Iowa Bankers Association Best  
of Iowa Marketing Award

2011-2012 - NAMA Award Winner,  
1st place/Merit Award, ad campaign

2013 - Signet AdProbe Award for  
outstanding readership response of  
print ad

2013-2014 - NAMA Award Winner,  
Producer's Choice, Advertising  
campaign/Logo

2014 - NAMA Award Winner, 1st Place,  
Regional Competition, New Product  
Launch

2015 - NAMA Award Winner, 1st Place,  
Product Launch Brochure

2016 - NAMA Award Winner, 1st Place,  
Reader's Choice, Print Ad

## CONTACT

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## REFERENCES

**Brian Allen**  
Spinutech  
Sr. Digital Strategist  
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**Lynn Huston**  
John Deere Financial  
Marketing Director  
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Iowa Select Farms  
Communications Manager  
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