

amanda peterson

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EDUCATION

CALIFORNIA POLYTECHNIC UNIVERSITY | SAN LUIS OBISPO

Bachelor of Science Graphic Communication | Graduated Cum Laude

Concentration: Design Reproduction Technology

Minor: Women's and Gender Studies

DESIGN EXPERIENCE

MATCHFIRE | SAN LUIS OBISPO

Digital UX Designer | August 2016-current

- » Initiated the implementation of a more streamlined design and development process, creating documentation to help designers become familiar with best practices when creating responsive designs for web.
- » Served as a user experience advocate throughout all stages of the website design process, including information architecture, wireframes, visual design and collaboration with developers.
- » Collaborated on complex project for clients including as Meathead Movers, UNDP, Adobe Sign, Digital Democracy, eBay for Charity, TEACH.org and Repair the World.

MINDBODY | SAN LUIS OBISPO

User Experience Design Intern | May 2016-August 2016

- » Followed an iterative design process including wireframing, prototyping, creating and exporting deliverables.
- » Created final visual designs and UI assets for development.
- » Worked closely with Product Managers, Engineers, QA and fellow designers to ensure the user experience is considered throughout the whole product development process.
- » Collaborated on the MINDBODY App, designing intuitive and delightful workflows for both iOS and Android—with strong consideration for Human Interface Guidelines and Material Design.

CAL POLY GRAPHIC COMMUNICATION DEPT. | SAN LUIS OBISPO

Graphic Design Student Assistant | November 2014-May 2016

- » Created design collateral for a wide range of department needs under strict deadlines.
- » Oversaw design projects from start to finish, including printing and finishing.

LEADERSHIP

CAL POLY DESIGN & DEV HACKATHON 2016 | SAN LUIS OBISPO

Team Leader, Gleam App | Honorable Mention for Development | April 2016

- » Conceptualized an app that connects creatives with social causes and led a team of developers and designers in the creation of our app, Gleam, in 12 hours.
- » Initiated key components of product development including information architecture, user experience, visual design and branding.

THE SOLD PROJECT | CHIANG RAI, THAILAND

Volunteer Teacher of Graphic Design at after-school program | July 2014

- » Directed students in an after school program in a rural village for students who are at risk of being trafficked. Curriculum included graphic design, typography, photography, Adobe Photoshop and Illustrator.

ACCOLADES

RALPH R. WILMAR WOMEN'S EDUCATIONAL OPPORTUNITIES SCHOLARSHIP | 2015/2016

- » Nominated by faculty member and awarded scholarship for having a strong interest and active participation in promoting and enhancing women's educational opportunities.

COLLEGE OF LIBERAL ARTS SERVICE TO THE ARTS AWARD | 2015

- » Nominated on behalf of the Graphic Communication Department and selected by the Cal Poly Arts Board of Directors. The award recognizes a student each year who has maintained high levels of involvement in the arts at the university.