



# BRENNA LEE PETERSON

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## EXPERIENCE

### **Model Farm Creative Agency**

Art Director—August 2018-Present

Assisted the Creative Director in leading the team, training interns, and overseeing the design process. Took on a wide variety of projects in video, animation, and web design to cover growing client pool.

Student Designer—August 2017-August 2018

Worked with a team of designers on branding, print, and digital projects for campus clients and local businesses. Studied the business while completing learning modules and research projects for an internship credit.

### **Freelance**

Graphic Designer

Projects ranged from wedding invites, event photography, nonprofit brand identity, and marketing collateral for companies.

### **Kappa Alpha Theta Sorority**

Online Media Director—January-December 2017

Responsibilities included managing and creating content for the organization's social media and working with the Chief Marketing Officer. Created videos for Primary Recruitment, Bid Day and philanthropy events, as well as other materials including shirt, ticket, and Snapchat filter designs.

## EDUCATION

### **Iowa State University**

Bachelor of Fine Arts—May 2019

Primary Major: Graphic Design; Secondary: World Languages & Cultures—Spanish

Cumulative GPA: 3.7

## SKILLS

### **Programs**

Highly proficient in Adobe Creative Cloud Illustrator, InDesign, Photoshop, After Effects and Premiere Pro. Also knowledgeable in Microsoft Suite, Cinema 4D, Sketch and InVision. Basic skills in HTML and CSS.

### **Interpersonal Skills**

Strong communication, collaboration, and creative thinking abilities.

## HONORS AND DISTINCTIONS

**Iowa State University Dean's List** (GPA 3.5 or higher)

2015-2019

### **Graduate with Distinction**

Magna Cum Laude