

Matt Peterson

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Professional Summary

Creative Director & Senior Graphic Designer with 15+ years of experience delivering high-impact visual solutions across apparel, branding, and digital media. Proven track record collaborating with major brands (Marvel, NFL, Nike) and cultural institutions (Harlem Jazz Museum, Coachella, The Grammys) to launch campaigns that achieve 100% sell-through rates and reach 100M+ viewers. Adept in Adobe Creative Suite, typography, illustration, and color theory, with expertise in guiding cross-functional teams from concept to production. Skilled in DTC strategy, social media marketing, and driving revenue growth through compelling storytelling, brand development, and visually cohesive design strategies.

Skills & Core Competencies

- Design Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Design Expertise: Typography, Layout & Color Theory, Illustration, Brand Guidelines, Visual Storytelling
- Technical Skills: Print Production, Apparel & Package Design, Web & Digital Design, Digital Asset Creation, Vector Art
- Business & Leadership: Project Management, Team Leadership, Marketing & Brand Strategy, Client Relations, Presentation Design
- Industry Knowledge: DTC Strategy, Fashion/Streetwear, Social Media Marketing

Professional Experience

Graphic Designer + Creative Director – Circulate Apparel

February 2018 – Present | Los Angeles, California | Hybrid

- Lead creative direction, brand strategy, and visual storytelling for a premier youth streetwear label, contributing to consistent 100% sell-through rates on limited-edition product drops.
- Direct concept-to-production workflows for seasonal collections, print collateral, and digital campaigns, ensuring seamless execution and elevated design standards.
- Manage high-profile partnerships (Nike, Jordan Brand, Instagram, NFL), including the Super Bowl LVI “History of Football in Los Angeles” capsule collection, which sold out on launch day and reached over 100 million viewers.
- Orchestrate culturally-driven brand activations at events like ComplexCon, Coachella, and NBA showcases, growing brand visibility, market reach and driving revenue growth.
- Apply Adobe Creative Suite, market research, photography, and typographic expertise to deliver standout creative assets that reduce costs while enhancing brand value.

Founder & Creative Director (Freelance / Part-Time) – Extra Larger Design Studio

January 2008 – Present | Sacramento, California | Hybrid

- Founded and operate a boutique creative studio alongside full-time roles, offering design leadership, brand identity development, and campaign strategy for clients such as Amazon, the NFL, and independent fashion startups.
- Lead creative execution across digital, print, and experiential platforms—from ideation through final delivery—ensuring cohesive branding and strong visual impact.
- Develop event-specific merchandise and environmental graphics for major activations (e.g., Super Bowl, Coachella), driving engagement and media reach among global audiences.
- Produce responsive web designs, brand style guides, e-commerce assets, and social content systems to support long-term brand cohesion.
- Oversee all aspects of production, including art direction, design thinking, market research, vendor relations, budgeting, and timeline management to build high-caliber creative solutions.

Senior Graphic Designer – Alcatel Mobile

Irvine, California, March 2012 – November 2013

- Directed North American visual branding initiatives, contributing to a 48% YoY sales increase and driving distribution of 18.3M units.
- Developed integrated marketing assets for high-profile partnerships, including Marvel's Iron Man 3 campaign (reaching 1.2B+ global viewers) and MLB Opening Day activations (engaging 40,000+ fans).
- Designed and managed trade show booth graphics, video content, and promotional materials for major industry events such as CES (Consumer Electronics Show) and Mobile World Congress, enhancing brand presence and stakeholder engagement.
- Executed responsive digital marketing strategies—encompassing social media graphics, email templates, and web content—to boost online follower growth and audience engagement.
- Ensured brand consistency across product packaging, retail displays, and print/digital collateral, coordinating with cross-functional teams and vendors to meet quality standards and deadlines.

Technical Proficiency

- Adobe Creative Cloud (Expert): Photoshop, Illustrator, InDesign, Bridge, Lightroom, Premiere
- Web Technologies: Wordpress CMS, Shopify, HTML/CSS (Working Knowledge)
- Production: PrePress, Color Management Systems, Offset, Digital, Screen Printing
- Collaboration Tools: Asana, Slack, Basecamp, Google Workspace, Freeform

Education

Bachelor Degree (BS) in Graphic Design (2010), California State University, Sacramento

Notable Achievements

- Created designs for Super Bowl LVI reaching 112.3M viewers
- Designed apparel for Marvel, Meta, Nike, UPS, Coachella, Pacsun and more
- Created and exited a Sports Supplement company in just 3 years.
- Designed successful apparel collections with 100% sell-through rates
- Produced award-winning brand identities for national retail clients
- Contributed to 48% YoY growth through strategic creative direction