

MICHAEL PETERSON

Senior Graphic Designer | Eagan, MN

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PROFESSIONAL SUMMARY

Senior Graphic Designer with 25+ years of experience delivering polished print and digital design across architecture, manufacturing, and commercial print. Expert in typography, layout, and Adobe Creative Suite, with a consistent record of producing compelling client-facing creative that drives measurable results under tight deadlines.

WORK EXPERIENCE

Marketing Coordinator/Graphic Designer

LSE Architects

January 2020 to March 2026

- Partnered with firm principals and stakeholders to develop polished 2D design solutions for proposals, presentations, and branded marketing materials.
- Created client-facing pitch decks and proposal graphics that translated complex architectural content into clear, visually compelling stories.
- Produced high-quality print and digital assets under tight deadlines, contributing to a 75–80% shortlist rate across 10–15 annual RFP/RFQ pursuits.
- Applied advanced typography, layout, and brand standards to deliver consistent visual execution across multiple concurrent projects.
- Directed the OpenAsset implementation within six months, improving asset workflows by 30% and supporting faster creative production across teams.
- Enhanced branded print and digital materials, driving a 35% increase in user engagement and contributing to a 50% rise in brand recognition.

Creative Marketing Graphic Designer

Sharrow Lifting Products

May 2009 to October 2019

- Led the design of brand, web, and campaign materials that brought integrated marketing concepts to life across print and digital channels.
- Developed visually cohesive assets that improved online visibility by 50% and increased campaign engagement by 40%.
- Translated brand goals into polished creative deliverables that strengthened recognition by 40% across customer-facing materials.

Graphic Designer/PrePress Production Specialist

Insty-Prints, Bywords Printing (Consolidated)

February 1999 to May 2010

- Produced high-quality print and prepress design solutions with strong attention to layout, color, and production accuracy.
- Delivered fast-turnaround client materials that balanced creative quality with production requirements, contributing to a 40% client return rate.
- Streamlined prepress and design workflows, reducing average turnaround time by 2 business days within the first year.

EDUCATION

Associates of Applied Science (AAS) | 1/1999

Visual Communications

Brown College, Mendota Heights, MN

Associates of Applied Science (AAS) | 3/2012

Double Major Multimedia Technologies (Digital Design & Animation / Web Design

Rasmussen College, Eagan, MN

SKILLS

Adobe Creative Suite

Presentation Design

Typography

Layout Design

Visual Storytelling

AI-Aided Design

Print and Digital Production

Brand Guidelines

Photo Manipulation

LINKS

<https://www.328creative.com>

<https://linkedin.com/in/mapeter827>

CERTIFICATES, MEMBERSHIPS, VOLUNTEER

Certificates

Master of ChatGPT - Certificate of Completion | Coursiv 6 Hour Course | Completed March 2026

AI-Aided Graphic Design - Certificate of Completion | ELVTR Online Class | Completion October 5, 2026

Memberships

AIGA

Leader Member | AIGA Minnesota | AIGA Member At Large

Graphic Artists Guild

Member

Volunteer

Eagan Athletic Association

Executive Board Member - Director of Web Strategy and Support

Volunteer Coach for Baseball and Soccer