

MICHAEL PETERSON

ABOUT ME

Senior Graphic Designer and Art Director with 25+ years of experience leading brand identity, visual strategy, and integrated design solutions across print, digital, and architectural/marketing environments. Skilled at translating business and client objectives into high-impact creative that elevates brand perception, strengthens messaging, and drives engagement. A collaborative partner to leadership teams, with proven success in proposal design, campaign direction, and building scalable visual systems that streamline production and support growth.

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🌐 www.328creative.com

EDUCATION

A.A.S., Multimedia Technologies (Digital Design & Animation / Web Design)

Rasmussen College – Eagan, MN
(2009–2012)

A.A.S., Visual Communications

Brown College – Mendota Heights, MN
(1996–1999)

AFFILIATIONS

AIGA Leader Member

MN AIGA Chapter Member

Eagan Athletic Association

Director of Web Support
Board Member

CORE COMPETENCIES

- Brand Identity & Logo Systems
- Art Direction
- Creative Strategy
- Campaign Execution
- Print & Digital Marketing
- RFP/RFQ + SOQ Proposal Design Presentation Design
- Website Content & WordPress Updates
- Photography & Catalog Production
- Pre-Press | Production | File Prep
- Cross-Team Collaboration
- Photography & Photo Editing

TECHNICAL SKILLS

- Adobe Creative Cloud
 - InDesign, Illustrator, Photoshop
 - Premiere, After Effects
 - Lightroom, XD, Bridge
- Affinity Apps
- WordPress / Divi / Elementor
- Figma (working knowledge)
- HTML/CSS
- Microsoft Office & PowerPoint
- Print Production
 - Pre-Press
 - Press-Ready Files
- AI Integration With Design

WORK EXPERIENCE

Marketing Coordinator / Senior Graphic Designer

LSE Architects, Inc. - Minneapolis, MN | 2020 – 2026

- Lead the design and production of RFP/RFQ responses, SOQs, and interview presentations, supporting multi-million-dollar pursuits across education, cultural, civic, and hospitality sectors.
- Create branded marketing materials and proposal visuals that improve clarity, hierarchy, and audience resonance.
- Update and maintain company website content to enhance digital presence, UX organization, and portfolio storytelling.
- Partner with Principals and Project Managers to develop narrative alignment, visual cohesion, and overall pursuit strategy.
- Build scalable templates, graphics, and layout systems that improve efficiency, turnaround time, and brand consistency.

Impact: Elevated brand consistency, proposal quality, and digital presence; contributed to repeat client relationships and stronger competitive positioning.

Creative / Marketing Lead

Sharrow Lifting Products - Little Canada, MN | 2009 – 2019

- Led creative direction across print, digital, and web, including product catalog design and full website rebuild.
- Designed custom WordPress themes, modernizing brand look/feel and improving navigation and UX.
- Executed Google Ad + SEO strategy, increasing online visibility by 58% and supporting lead generation.
- Managed marketing budgets, campaign production, and vendor coordination to maximize ROI.
- Directed photography, catalog assets, and promotional collateral to support sales and product education.

Key Wins: Successful catalog redesign (print + digital) and measurable growth in digital reach and brand visibility.

Graphic Design / Pre-Press

Insty-Prints, Bywords Printing (Consolidated) - Multiple MN Locations | 1999 – 2010

- Designed custom print projects from concept to completion; ensured press-ready accuracy and color reliability.
- Ran digital production workflows for full-color output, pre-press checks, and file preparation.
- Collaborated directly with clients to clarify needs, propose solutions, and deliver high-quality materials.