

CALEB PETERS

graphics, print, & web

Hi! My name is Caleb Peters. I'm a quick learner, passionate about design and the way it impacts the world around us, and I'm always aiming to exceed expectations!

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references available upon request

education

BFA Graphic Design
appalachian state university, 2019
boone, NC

awards, etc.

phaistos project | 45 symbols
2019 web-publication finalist
Developed a iconographic system for self-identification.

climate stories showcase, 2019
Wrote and self-published a short story selected for exhibition.

loading: exhibition
Constructed two interactive installations for display in the Smith Gallery on Appalachian State University's campus.

skills

photoshop
illustrator
indesign
lightroom
premiere
adobe xd
sketch

HTML5
CSS3
sass & SCSS
jQuery
git
bootstrap
foundation

risograph printing
offset printing
bookmaking

experience

lead designer @ overmountain studios

boone, NC // August 2019–Present

As the lead designer at Overmountain Studios, I'm responsible for creating polished designs for web, print, and other applications, as well as client-relations to ensure that each client receives quality work.

creative director @ zelda universe

philadelphia, PA (remotely) // August 2015–present

Responsible for ensuring that a team of designers create high-quality graphic elements for use across Zelda Universe, while providing direction for the layout of the site's design and helping to maintain and evolve its long-standing brand.

teaching assistant, digital imaging

boone, NC // July 2019–August 2019

Assisted Erin Ethridge by keeping the class organized, participating in class critiques, giving software and technique demos, and assisting students one-on-one.

teaching assistant, advanced typography

boone, NC // January 2019–May 2019

Assisted Tricia Treacy by keeping the class organized, participating in class critiques, leading the class in the event the instructor is absent, and providing one-on-one feedback for students.

graphic designer @ caldwell county democratic party

boone, NC // lenoir, NC // July 2017–March 2019

Responsible for development of branding materials and ensuring proper use of them in addition to building a larger, more memorable media presence through bold graphics and branded print publications.

graphic artist @ zelda universe

philadelphia, PA (remotely) // 2014–2015

Responsible for creating high-quality graphic elements for use across Zelda Universe, including the ZU Forums, ZU TV YouTube channel, and ZU's other social media outlets. Promoted in 2015.