

COMMUNICATOR | DESIGNER | RESEARCHER

# Kirby Peterman

DENVER, COLORADO

[KIRBY.PETERMAN@GMAIL.COM](mailto:KIRBY.PETERMAN@GMAIL.COM)

---

I am highly creative and science-minded with education in human behavior and technology interaction, leveraged with a research background. My design style is driven by human-centered design theory, impact mitigation, timelessness, user-centric accessibility, and purpose-driven visual identity that creates beautiful experiences. I am skilled in translating subject matter into sleek and efficient end-products for range of marketing, promotional, and utility needs. I excel within creative and focused environments built on direct communication but also passion and care for clients. I aim to foster a personal career focus on the intersection of design and health.

## EDUCATION

---

**2023 M.S. OF HEALTH COMM. DESIGN**

Jefferson University | Philadelphia, PA

**2019 B.A. OF NEUROSCIENCE**

University of Colorado | Boulder, CO

**2019 B.A. OF PSYCHOLOGY**

University of Colorado | Boulder, CO

**2019 UX DESIGN CERTIFICATE**

General Assembly | Denver, CO

## PROFESSIONAL EXPERIENCE

---

### MY CURRENT SKILLS

#### ADOBE ILLUSTRATOR

Vector graphics, typography, product + marketing design

#### ADOBE PHOTOSHOP

Raster graphics, retouching, digital marketing / content

#### SKETCH + FIGMA

Wireframes, prototyping, web + mobile design

#### ADOBE XD

Wireframes, prototyping, web + mobile design

#### PHOTOGRAPHY

Product, interior, portrait, food + beverage

#### WORDPRESS | SQUARESPACE | SHOPIFY

Development + customization

#### HTML + CSS / JAVASCRIPT

Development and use of Bootstrap and Bulma

### 2021 MACARTA | DENVER, CO

#### NOW DESIGN ASSISTANT

Work within any existing client brand guides to create content for Amazon product listings, brand stores, and A+ visual content.

- Assist the design team in addition to personal client load
- Create digital content for advertising and brand assets.
- Client work includes large and small brands, i.e. The North Face, Lee, Wrangler, Bravado International, Caldera + Lab, Cane + Austin

### 2019 GROW + GATHER | ENGLEWOOD, CO

#### 2021 BRAND AND COMMUNICATIONS MANAGER

Focused on customer acquisition, community outreach, marketing, brand enforcement, content creation, internal culture building, event planning and coordination, web development, and food package design

- Create yearly marketing strategy as well as designed visual identity for promotions utilizing Google Ads, Facebook Ads, and local digital agency network.
- Developed local restaurant finding platform that is now sponsored by the City of Englewood and the Chamber of Commerce
- Work within brand guidelines to create novel but cohesive visual identities for products, promotions, and collateral, then source the materials, packaging, and products necessary to complete each project for retail and internal use
- Developed websites on Squarespace and Wordpress to create an online presence as well as manage and create content with personal photography and design for all social media accounts

VISIT [WWW.KIRBYPETERMAN.COM](http://WWW.KIRBYPETERMAN.COM)