



PETER FENGER GRAPHIC DESIGNER
916.838.5696 PIETRODESIGN.COM

SKILLS

Mac & PC.
Adobe Creative Suite 5.5:
Illustrator, Photoshop, InDesign,
Dreamweaver, Flash. HTML,
CSS, PHP, Wordpress,
MS Office, Bridge, Unbounce
(A/B testing site).

EDUCATION

2009 B.S. Graphic Design
Minor: Art History &
Italian language
California State University,
Sacramento

FUN FACTS

Has a sweet beard
Collects classic vinyl
Lived in Florence, Italy
Refined taste for Chianti
Loves The Simpsons
Idolizes Neil Young
Has never won in fantasy sports

MARKETING COORDINATOR

AATBS 2013–present

As Marketing Coordinator I was in charge of the brand AATBS. I handled all the multifaceted promotions, publications, social media, and production work needed for conventions. I worked closely with analytics to produce engaging e-commerce marketing and enhance my skills in optimal email conversion. My role included; brand adviser; strategist; copywriter; email coordinator; graphic designer; social media manager; and data analyst.

- Controlled art direction, scheduling and post-analytics on all multimedia promotional communications working extensively on tracking performance and A/B testing.
- Worked closely with sales team to produce engaging e-commerce marketing, publications, and messaging.
- Built social media presence growing over 1,200 new likes
- Created and maintained all visual standards for the entire AATBS brand.

PRODUCTION DESIGNER

RocketFrog Interactive LLC 2012–2013

Production Designer and Illustrator for Rocketfrog Games. I branded and coded their social casino. I created graphics and illustrations for Rocketfrog's update.

- Branded and coded client advertising on social platform.
- Implemented platform branding with html, CSS, & Flash.
- Created new graphics and illustrations for Rocketfrog Casino update.
- Intensive work with illustration and art direction for themed slot machines.

LEAD FRONT END DESIGNER

Yoyometrics LLC 2010–2012

Lead designer and front-end developer with focus on landing page best practices and product design. Extensive use of analytics to track performance and conversion of design.

- Designs and tracks landing page performance, heavily focusing on A/B testing.
- Works closely with product director to create UI models from wireframes.
- Designed and built product dashboard.
- Created, oversees and maintains all visual standards for entire company.

**I DON'T WANT TO BOTHER MY AWESOME REFERENCES
SO PLEASE CONTACT ME FOR A LIST.**