

**Peter Lundblad** is an innovative creator with 9 years of design experience.

## **Experience**

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DEC 2018–PRESENT

### **Senior Designer, Brand & Creative Services**

*CBR*

- Leads creative development and production across all lines of business
- Manages a team of two (graphic designer and copywriter)
- On-boarded and manages an external creative agency
- Leads print fulfillment and inventory as well as all production vendors
- Contributes to creative and strategic consultation on key initiatives

NOV 2016–DEC 2018

### **Graphic Designer, Product Marketing**

*CBR*

- Developed new marketing collateral including print, social, digital ads, and email
- Managed print vendors to ensure quality and timeliness
- Consulted on video and animation projects
- Redesigned new company website and provided working prototypes
- Contributed photography and video production

AUG 2015–OCT 2016

### **Graphic Designer, User Growth**

*Castlight Health*

- Developed motion design templates for key brands
- Designed new company blog page
- Collaborated across numerous teams including marketers, copywriters, and developers

SEP 2014–SEP 2015

### **Jr Designer**

*ROI Communication*

- Created assets for a wide range of internal communication needs
- Shot and produced custom videos for social channels
- Assisted in the creation of a major website overhaul

JAN 2014–JAN 2015

### **Freelance Graphic Designer**

*Anthroware*

- Created content for web projects
- Produced a complete icon library
- Illustrated various assets

JAN 2013–DEC 2013

### **Intern Graphic Designer**

*Junior Achievement*

- Developed new training material
- Icon design
- Page layout

MAY 2012–AUG 2012

### **Intern Graphic Designer**

*Department of Child Support Services, Sonoma County*

- Designed new department logo
- Illustration

SEP 2010–2012

### **Volunteer Graphic Designer**

*Refuge Christian Fellowship*

- Logo design for various sub-brands
- Created web and print assets for numerous campaigns
- Shot and produced video projects

## **Education**

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*San Francisco State University* – Bachelor of Science in Visual Communication Design, 2014

*City College of San Francisco* – Survey of Print Production, 2013

## **Academic Awards**

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Cum Laude – *San Francisco State University*

Dean's Highest Honors – *Santa Rosa Junior College*

Doyle Scholarship – *Santa Rosa Junior College*

## **Skills**

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Photoshop, Illustrator, InDesign, Sketch, Premiere Pro, After Effects, Lightroom, Image Retouching  
HTML & CSS, Offset Print Production, Studio Photography, Video Production

