



SHANE PETERSEN | DESIGN

CREATIVE ASTORIA, NY

CONTACT

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CREATIVE

Experienced and driven **CREATIVE ART DIRECTOR** with a **STRATEGY** and **VISION** for creating engaging high-level **DIGITAL** experiences.

Focus on driving brand engagement through targeted **MARKETING** campaigns, **SOCIAL MEDIA** engagement, stunning **RESPONSIVE WEB** and **MOBILE** applications.

WORK

CREATIVE ART DIRECTOR for Freelance

New York, NY \ November 2015 - Present

Addison Group | BGB Group | Hologic | Imprint Sullivan | The Lathe | Visual-A Greater than One | Digitas Health | Publicis Life Brands | H4B | Vshift | WebMD

Strategy, creative and visual design driving brand engagement through digital applications, responsive websites, rich media banners and collateral for

American Express, Bayer-Betaseron, Eliquis, Gilead, T. Rowe Price Sanofi - Praluent, Viberzi, Arbor, Novartis, Medscape and WebMD

CREATIVE ART DIRECTOR for Sommerlyn Associates

New York, NY \ 2012 - 2015

Help Real Estate startup, **Sommerlyn Associates** create a brand and provide creative marketing solutions within the industry with partners like **Trulia, Zillo and Nestio**

ART SUPERVISOR for Grey Healthcare Group

New York, NY \ 2011 - 2012

Develop a new digital platform that significantly enhances **Bayers-Mirena** and **Skyla's** online presence and serve on the concept team for 360 campaigns. Provide creative leadership for the final year of the **Transitions Championship** golf tournament. Art direct and supervise concept design and development for **Text4Baby** texting program and art support for vendors like **Nike, Callaway** and **LensCrafters**. Online advertising developing rich media banners with expandable interactive media for **Bayer** and **Johnson & Johnson**.

SENIOR ART DIRECTOR for Burson-Marsteller

New York, NY \ 2005 - 2011

Lead creative to launch global website for **Kraft, Transitions**, and **Hormel**. Develop execute digital marketing campaign for **HP, .CO, General Mills, McDonalds, Transitions** utilizing traditional and social media channels. Launch grass roots targeted marketing campaigns for **LensCrafters** and online video contest for **FexEX** and **HP**.

Launch interactive digital experiences and learning tools for **The Wheat Council, Transitions-Eye Didn't Know That** and **Qualcomm**. Innovating rich media PointRoll banners for **Intel, HP** and **Qualcom**.

TOOLS

Mac

Photoshop CC

Illustrator CC

InDesign CC

Sketch

Keynote

INTERESTS



EDUCATION

CE COMPUTER ART

from the School of Visual Arts
New York, NY \ 1998 - 2000

BACHELOR OF FINE ARTS

from the School of Visual Arts
New York, NY \ 1994 - 1998