

# Erik Petersen -I'm a Designer.



## Contact

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**AD.** Jericho, VT

## Skills

Art Direction & Design

Brand Strategy

Creative Concept Design

Creative Platform  
Development and Activation

Team Development &  
Leadership

Client/Vendor Partnership  
& Collaboration

Adaptive Problem Solving

Adobe Creative Suite

## Professional Profile

Graphic Artist, Art & Creative Direction with over 20 years of experience in product graphic design, brand development, and multimedia campaigns. Expert in leading creative teams to deliver innovative and impactful design solutions. Proven ability to enhance brand identity and drive consumer engagement through compelling visual storytelling. Pushing the boundaries of art & design, leveraging the latest trends and technologies to create visually stunning and innovative work for global brands.

## Professional Experience

**2015 - 2023**

**Burton Snowboards**

**Creative Director - Hardgoods**

- Spearheaded the creative strategy and execution for Burton's annual hardgoods campaigns.
- Partnered with team riders and athletes to bring their personas and visions to life through custom snowboard graphics.
- Collaborated with fine artists and commissioned illustrators to produce unique and visually captivating board graphics.
- Crafted compelling brand identities and innovative media assets that resonated with the snowboarding community.
- Designed impactful and engaging digital content for tradeshows and online platforms.

**2012 - 2015**

**Solidarity of Unbridled Labour**

**Design Director**

- Led creative direction for high-profile clients, ensuring alignment with brand vision and goals.
- Directed the creation of visual content for major clients such as Burton Snowboards, Black Diamond, and GU Energy.
- Managed a team of designers, fostering a collaborative and innovative work environment.
- Developed and maintained strong client relationships delivering exceptional design solutions. Oversaw the design and production of marketing materials, including brochures, advertisements, and web content.

**2008 - 2012****Jager DiPaola Kemp Design  
Design Director**

- Oversaw design and execution of branding and marketing collateral for a diverse client portfolio across multiple industries.
- Delivered impactful design solutions for clients including Xbox, Forum, and Lucasfilm.
- Led a team of designers, providing mentorship and driving creative excellence.
- Cultivated and managed client relationships, ensuring satisfaction and repeat business.
- Coordinated with photographers, illustrators, and other creatives to produce high-quality visuals for advertising, websites, social media, tradeshows, and point-of-sale.

**2004 - 2008****Jager DiPaola Kemp Design  
Senior Designer**

- Contributed to major design projects, focusing on branding and marketing materials.
- Collaborated with senior team members to develop innovative design solutions.
- Assisted in client presentations and project pitches.

**2000 - 2004****Jager DiPaola Kemp Design  
Designer**

- Created visual content including logos, posters, ads, and other marketing collateral.
- Supported the design team in developing brand identities and visual strategies.
- Utilized design software to produce high-quality graphics and layouts.

**Education**

**BFA, Graphic/Industrial Art  
Concordia University  
Montreal, PQ**

