

# Peter C Sheppard

## Graphic and Web Designer

### ABOUT ME

I have been a Graphic and Web Designer since 2014. During my career, I have worked as a graphic designer for many clients and companies; from a small local butchers to a global entertainment franchise. I have experience in both printed and digital design, and I have recently started to dive into the world of motion graphics. I am a hard-worker, a fast learner and I am always on the look out for ways to further develop my skills.

### MY RECENT EMPLOYMENT

#### 1 Midweight Designer The Online Studio | Jan 2020 - Present

The Online Studio is a design agency that works with brands, agencies and platforms worldwide to create digital artwork. As part of the design team I:

- Work specifically with projects submitted from Walmart and Pinterest to create artwork for their clients that matched their brand and specifications.
- Design promotional material for the sales team to take to exhibitions and hand out to potential clients.
- Create images and animations for social media, including GIPHY Stickers.

#### 2 Graphic Designer KidZania London | Jan 2018 - Dec 2019

KidZania is an indoor city where children can experience what it would be like to work in the real world. As part of the Marketing Department, my main duties were:

- To design adverts for print including OOH adverts, magazines, brochures, leaflets and direct mailers.
- To produce digital media, such as HPU's, MPU's, leaderboards, HTML Ads, images for the website, email campaigns and social media.
- To create large scale artwork that aligns with the brand of our sponsors to theme the city.

#### 3 Web and Graphic Designer Freelancer | May 2015 - Dec 2017

I worked as a freelance designer for over two and a half years. During this time, I accumulated clients and contracts that would help me develop my web design skills. I would regularly:

- Discuss with my clients about their objectives and work together to create solutions that would fulfil the needs of their business.
- Build bespoke websites using WordPress, adapting the code using my own knowledge of HTML and CSS.
- Design logos, posters, business cards, flyers and wire-frames.

### GET IN TOUCH

Website:  
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### MY EDUCATION

**Brunel University**  
**Product Design (BSc): 2:1**  
(Sept 10 - Jun 14)

### MY SKILLS

#### Adobe Photoshop



#### Adobe Illustrator



#### Adobe InDesign



#### HTML5 & CSS3



#### WordPress



#### Adobe After Effects



#### Adobe Premier Pro

