

PETER C SHEPPARD

Graphic Design | Motion Graphics | Web Design

ABOUT ME

With 9 years of experience in graphic design and motion graphics, I am a dedicated and self-motivated mid-weight designer. I hold a Bachelor's degree in Product Design and excel in both independent and collaborative work. Notably, I created a captivating video for Calm's 10-year anniversary, receiving high praise and recognition. I approach challenges calmly, breaking them down for effective solutions. Looking ahead, I aim to enhance my skills in animation, graphics, and AI.

MY RECENT EMPLOYMENT

1 Midweight Designer The Online Studio | Jan 2020 - Present

The Online Studio is a design agency that creates digital assets for brands, agencies and platforms worldwide. I worked across multiple streams including Pinterest, Calm, Walmart and Omaze to create artwork for their platforms, social media and content that matched their brand and specifications. My main tasks were to:

- Create images and animations for a specific brands after reading through their briefs, understanding their objectives, and completing appropriate research.
- Design assets that were aimed to promote the business through social media posts, printed materials, animated stickers, and promotional products.

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:
petercsheppard.com



Email:
petercsheppard.design@gmail.com



Mobile:
+44 (0) 7521 817 235

MY EDUCATION

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

MY SKILLS

Adobe Photoshop



Adobe Illustrator



Adobe InDesign



Adobe After Effects



Figma



HTML5 & CSS3



WordPress



Adobe Premier Pro

