

Brian Peat

visual & motion designer

ABOUT ME

Visual Designer with 25+ years of experience in print, web, video and presentation design. Self learner, constant looking for new tools and new ways to do things. Adept at working unsupervised and taking a project to completion. Tendency to pick up the ball and run with it.

PROFESSIONAL EXPERIENCE

Designer 2019 - 2023 | Creative Technologist 2023 - PRESENT
Brookdale Senior Living

- Designed print and digital pieces including flyers, brochures, banners and Pinterest pins to push Brookdale's message internally and externally
- Created numerous videos and animations for social media and other channels
- Continually analyzed workflows and techniques and introduced time saving tips such as saving 15-20 hours a month on a single, recurring project
- Met with outside vendors to review new services or technologies that might be helpful to the marketing department
- Created written materials, on-demand videos and live training sessions to help designers learn new techniques or remember certain technical tasks
- Acted as the ADA compliance lead, created numerous compliant PDFs and created a tutorial for the designers on how to generate compliant PDFs
- Helped facilitate the choosing of a new Digital Asset Management system after communicating our needs to multiple vendors to find the right tool
- Facilitated moving our digital assets and design files to AEM Assets, cleaning up and organizing multiple terabytes of data to create the best possible structure and creating a new cloud based Adobe CC workflow
- Initiated a large re-brand job to bring all community collateral into current brand standards
- Shot photos of several company events, and at times shot my own photos for projects when a good stock or internal photo couldn't be found
- Helped on-board contract designers and acted as a liaison to help with any file access and brand design issues

Freelance Design & AV Tech 2014 - Present
dba Peat Creative

- Worked with clients to clarify their public message and tailor their print designs and websites to best convey their message
- Worked with several client sites making them ADA and WCAG 2.0 compliant to avoid potential lawsuits
- Worked with clients on new branding, and redesigned their print materials to be clearer and more modern
- Planned and shot promotional videos for clients to help convey their message in a fresh way
- Managed paid and volunteer teams at multiple events to keep event A/V running smoothly
- Prepped client files for print or web, including working with online and local printers, web hosts and other vendors

CONTACT

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PORTFOLIO

brianpeat.me
Password upon request

EDUCATION

Bachelor of Music
Belmont University
1991-1993

The Ohio State University
1989-1991

SKILLS

Problem Solving
Communication
Creativity
Attention to Detail
Graphic Design
HTML 5 Ads
Print Production
Prepress & Color Systems
Presentation Design
Photography & Video
Video Editing
2D Animation
Music Creation
Event Production
Event Photography
Webcasting
Podcasting
Web Design
CSS 3 & HTML
ADA Compliance
Asset Management

Web Administrator 2011 - 2014

Global Awakening

- Oversaw a 75k record transition from a hosted website service onto an internally built website with a custom online registration and event check-in system to unify the user experience and save on service fees
- Launched multiple micro sites, a new online store and 2 Moodle school sites, saving the company over \$12,000 a year
- Managed on-demand, live webcasting, and online customer service system for multiple events across the country
- Created weekly, responsive e-mail newsletter and redesigned event email templates, which resulted in an increase in email opens and clicks

Graphic Designer 2009 - 2010

Global Awakening

- Designed Business collateral
- Designed and laid out several books for the company founder
- Assisted lead designer in any other projects as needed.

Owner, Designer 1998 - 2014

The Peat Group

- Certified Apple Consultant from 1998 to 2009
- Maintained client hardware and software, keeping their businesses running smoothly and consulted with clients on work-flows, asset management, backups and purchasing, saving them time and money
- Created logos, websites, presentations, videos and print pieces for multiple clients, modernizing their image and bringing uniformity to their branding

Graphic Design & Prepress 1995 - 1997

Beyer Printing

- Served as primary designer for commercial four-color printing company
- Solved internal and customer problems
- Managed Linotype 330 Film Printer and prepared files for film and plate printing

OTHER EXPERIENCE

Volunteer AV Lead 2015 - 2017

Joomla! World Conference

- Managed all volunteer AV team for JWC 2016 and 2017 and a split paid/volunteer team for 2015
- Specified and facilitated purchase of \$30,000 mobile AV kit
- Worked with outside A/V vendors to supplement gear
- Trained volunteers on how to use Wirecast
- Directed cameras and ran webcast in main room

AV Lead 2002 - Present

Religion News Association

- Contracted as the Audio Visual lead for the annual conference since 2002 (except for 2011)
- Managed all AV needs including audio, projection, video and webcasting
- Helped speakers with AV needs, including presentation and video files
- Repeatedly saved the organization thousands of dollars in AV rental fees

SOFTWARE

Adobe Photoshop CC



Adobe InDesign CC



Adobe Illustrator CC



Adobe After Effects CC



Adobe Lightroom CC



Adobe Acrobat Pro



macOS



Windows 10



Apple Keynote



Final Cut Pro



Microsoft Word



Microsoft Excel



Microsoft PowerPoint



Microsoft Teams



Figma



OTHER SOFTWARE

Slack

iZotope Audio Software

Apple Logic Pro

Parallels Desktop

Zoom

Wirecast

OBS

Adobe Premier Pro

Blender