

KIRSTEN A. PETERSON  
Art Direction & Graphic Design  
2080 West Quailstone Drive  
Taylorsville, Utah 84118-1125  
801-957-1333

## RESUMÉ

a-priori creative alliance LLC      10/99-present  
Owner  
Design, Art Direction, Team Management.

EURO RSCG DSW Partners      2/94-10/99  
Production Design & Art Direction  
Print Advertising, Interactive Web Design, Leadership.

Sabbatical      3/93-2/94  
Retreat in Moab, Utah  
Backpacking, Drawing, Rock Collecting.

Patrick Media Group      3/91-3/93  
Art Director & National Macintosh Consultant  
Outdoor Advertising, Corporate Identity.

Academy of Art College      8/89-5/91  
In-House Agency Adcom Supervisor  
Graphic Design, Traffic Control.

Target Marketing Co-op      12/88-6/89  
Advertising Production & Office Manager  
Art Direction, Design.

Acro Graphics Signage      9/86-12/88  
Vinyl Department Supervisor  
Architectural Signage Applications.

Safeway Corporate Printing      10/85-10/86  
Pre-Press Department Lead Person  
Stripping, Platemaking, Proofing.

Color-Sep      5/85-10/85  
Customer Service Representative  
Four Color Separation Sales.

Color Litho Lab      6/83-4/85  
Color Separation Proofing  
Color Correction, Dot Etching.

Third Century Graphics      3/79-8/80  
Typesetting, Layout, Camera  
Customer Service.

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## PHILOSOPHY

*In all human endeavors there are efforts and results. The strength of the effort can be measured by the result. There is no such thing as chance. Intellectual, material, and spiritual "possessions" are the fruits of effort; they are thoughts completed, objects accomplished, and visions realized.*

## EDUCATION

San Francisco State University           6/91-12/91  
Multimedia, Film & Video Production

Academy of Art College                   9/86-5/91  
BFA in Advertising Design  
Advanced Computer Graphics.

Varitel Video San Francisco           7/90-6/91  
Internship in Creative Services  
Quantel Painbox, Macintosh Transfers.

University of Utah                       9/80-6/83  
Theater Design, Communications, Art  
Wilderness Survival.

## PROJECTS

Exhibit "Interdimensional Communicator"  
International Interactive Multimedia Arts Festival  
Hakone, Japan, for Scott Singer Productions.

Animation & Computer Graphics Seminar  
for the San Francisco Advertising Club  
Film and Video Committee.

Entrepreneurship Training  
with the Larry H. Miller Center and SBA.

Member of Chamber West  
Chamber of Commerce.

Promotional Artist for  
South Valley Unitarian Universalist Society.

Myer's Briggs Personality Profiling  
for Enhancing Team Dynamics.

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## BIO INFO

*Here is someone who is willing to explore new concepts, then stays grounded in what's required to make those concepts a reality.*

Kirsten Peterson brings more than 20 years of experience in graphic design and advertising to her role as Art Director. The most significant contribution she makes is the ability to create a vision for the development of great ideas. She then brings a team together in a productive and cooperative way to accomplish the clear communication of ideas, both visually and verbally.

As an artist, her interest in computer graphics was influenced by ten years in the pre-press industry. Witnessing the growth of laser scanning techniques as the standard for color separation and the advent of high-end composite and retouching workstations was inspirational. "I participated in the major cultural shift that converged artistic talents and creative technology", comments Kirsten.

Kirsten earned a Bachelor of Fine Arts in Advertising Design with an emphasis on Computer Graphics at the Academy of Art College in San Francisco. While at the Academy, she became the in-house agency supervisor. Managing a team of graphic design and advertising students within the agency strengthened inherent leadership skills. An Honors Certificate was awarded upon graduation for efforts within the department.

As an art director at Patrick Media Group Kirsten led the corporation to install Apple computers in all of their design departments in branch offices across the country. As an instrumental motivator for the change from traditional layout and production techniques into the digital age of computer graphics, she traveled to corporate branches training designers and art directors in the use of computers as design tools. Art direction, design and production of outdoor advertising built her experience with large-scale, three dimensional graphics. One of her favorite projects involved combining print with laser video projection on the sides of buildings. She also tested and produced the first billboards to be silkscreened directly from electronically generated film. Kirsten is highly skilled in Adobe Illustrator, Adobe Photoshop, and Quark Xpress.

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At Varitel Video, a post-production facility in San Francisco, Kirsten interned in Scheduling and worked her way up to Creative Services. She worked closely with an engineer to link, for the first time, the Apple Quadra 880 to the Quantel Harry system. On the Apple she used Adobe Photoshop to create backgrounds and preliminary graphics for post-production special effects, and MacroMind Director was used to create preliminary animations. She also created stills, masks and animations using the Quantel Paintbox. Eventually producing a successful animation, "The Fall", Kirsten shows her sensitivity to nature's textures and rhythms with her own "painterly" style.

As a Designer at Dahlin Smith White Advertising in Salt Lake City, the high-tech client base combined with a progressive approach fit well with her goal to move advertising into the multimedia and interactive realm. Tools included Adobe Illustrator, Adobe Photoshop, Adobe Image Ready, and Quark X-Press. Kirsten has worked on projects for Intel, Iomega, In Focus Systems, Stac Electronics and Bay Networks which include everything from full print campaigns and collateral design to on-line interactive spots.

In 1999 Kirsten set the stage for future development and started her own business. The vision of "a\_priori creative" is to promote prosperity, beauty, and positive change. This has given her ample opportunity to gain more experience in business management and customer service, while honing design skills that are clearly directed at increasing prosperity for her clients. Some of these accounts include: Burton Group, Boon Edam, Colorado River and Trail Expeditions, and Rapor, Inc..