

# CAREER SUMMARY

*San Francisco, CA | 2012 - 2024*

From my early start in San Francisco's competitive agency scene, I was immediately entrusted to handle production work for global brands such as Chevron, Samsung, Paypal, Neutrogena, and more. At that level, every design detail is scrutinized as one flaw can (quite literally) cost a company millions.

With that fear unlocked, I quickly developed an eye for detail, and desire for brand excellence. Those skills later secured my role as Design Lead for the Uber Eats Enterprise team. There, I was in charge of our major clients such as McDonald's, Starbucks, KFC, Popeye's, Subway and so on. During that time, Uber entrusted me to uphold brand quality, and consistency on a global scale.

At present, I'm an Associate Creative Director for Logitech. Similarly, I create and quality control advertising campaigns and brand assets worldwide; whilst also continuing to aid the evolution of their brand. I'm thrilled to say my contributions have been recognized by prestigious groups such as, The Addys, Webbys, and IDAs (International Design Awards).

*Verity Peets*



## EDUCATION

### ACADEMY OF ART UNIVERSITY

BA, Web Design & New Media  
2009 - Graduated 2013

### IDAHO STATE UNIVERSITY

Major, Mass Communication  
2007 - 2009

### STOCKPORT COLLEGE (UK)

National Diploma, Graphic Design\*\*\*  
2005 - 2007 (Received Three Distinctions)

## REFERENCES

### CHRIS BROWN [chris@cboogie.com](mailto:chris@cboogie.com)

Experience Together: Uber

### URS ROSS [ursross@yahoo.com](mailto:ursross@yahoo.com)

Experience Together: Deep Focus

### KATE SHAY [kate@noise13.com](mailto:kate@noise13.com)

Experience Together: Edelman

## EXPERIENCE

### LOGITECH

*San Francisco, CA | Sep 2019 - Present*

#### Associate Creative Director

Concept, direct, and review campaign work for Logitech business groups worldwide

### UBER

*San Francisco, CA | Jun 2017 - Aug 2019*

#### Creative Designer II

Created and vetted branded content for Uber Eats assets worldwide

### DEEP FOCUS

*San Francisco, CA | Jan 2015 - May 2017*

#### Senior Designer

Concepted and executed social content for many world renowned companies

### EDELMAN DIGITAL

*San Francisco, CA & Manhattan, NY | 2013 - 2015*

#### Visual Designer

Concepted and executed social content for many world renowned companies

### SPRITZSF

*San Francisco, CA | Aug 2012 - May 2013*

#### Visual Designer

Re-designed company website  
Served as in-house designer  
Re-branded various Bay Area companies  
Quality controlled all design work

## ACCOLADES & INTERESTS

American Advertising Awards "Addys" (Logitech G *A New Age Of Play* - GOLD, Logitech G *Rule The Game* - BRONZE) | Webby Awards (Logitech G, *Play Your Way* - Honorable Mention) | IDA Awards (Logitech G, *Play Your Way* - GOLD) | CSS Design Awards (*SpritzSF.com* - Honorable Mention) | #BUILTBYGIRLS mentor, 2017 - 2020 | Academy of Art career panel guest speaker at W.I.L.D. (Women in Leadership Development) | Basketball & Soccer, NCAA Division I & Division II Collegiate Athlete | Member of the British National Basketball Team, 2002 - 2010 (with captain's honors) | Member of the Great Britain Senior Women's Basketball 2012 Olympic Team, 2010