



PETER REBIK
ART DIRECTION
BRANDING
UX/UI DESIGN

EDUCATION

San Diego State University

Bachelor of Arts

Anthropology

August '07 - May '11

SKILLS

Adobe After Effects

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe Premiere Pro

Brand Design

Collaboration

Communication

Copywriting

Creative Problem Solving

Figma

HubSpot

Icon Design

Iteration

Microsoft Office Suite

Mobile Design

Prototyping

Storytelling

Testing

Trello

Visual Design

Web Design

TRAINING

StoryBrand:

Certified Guide (2020)

School of Visual Concepts:

Basics of Brand Strategy
& Storytelling For Business

School of Visual Concepts:

Design Thinking

School of Visual Concepts:

Content Strategy
Fundamentals

EXPERIENCE

Brand and UX/UI Designer

RebiK Design (January 2016 - Present)

- Discuss, research and ideate strategy for client's product needs
- Design then present lo-fi and hi-fi concepts to clients
- Write copy that clearly focuses on user needs
- Prototype custom, mobile-responsive Wordpress websites using Figma and Adobe Creative Suite (such as Illustrator, Photoshop, etc)
- Conduct user interviews and synthesize findings into actionable steps
- Perform testing, gathering quantitative and qualitative data, then apply to highlight key issues and best practices moving forward
- Discuss and iterate designs with key stakeholders
- Implement edits into new designs and oversee launch
- Develop brand systems and design sets
- Utilize Design Thinking as an effective and efficient UX design process
- Maintain communication with clients, ensuring design objectives are achieved and timelines are kept

Marketing Analyst/Senior Graphic Designer

Pierce Transit (March 2020 - Present)

- Develop creative campaigns for different divisions and departments and execute them according to Pierce Transit's vision and mission
- Design and develop content for Pierce Transit's website to support marketing activities
- Recommend, design and produce branding graphics for agency
- Collaborate and iterate with Agency stakeholders, from coworkers to Executive Directors, for specific and general design needs
- Present strategies for wide-variety of design experience backgrounds
- Prepare and maintain records related to work performed and projects in progress
- Produce strategy and visuals that create interest and demand for agency initiatives

Creative Director

Gateway Church of Brawley (February 2013 - December 2017)

- Identify and creatively problem solve non-profit's print and digital communication needs
- Coordinate with various department leaders to ensure design solves the original problem and meets objectives

Exhibit and Graphic Designer

Imperial Valley Pioneers Museum (January 2012 - February 2013)



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COVER LETTER

Hi! My name's Peter Rebik and I believe *I'll make a great addition to your team* for a number of reasons, including the following:

1. My breadth and depth of experience

I'm a visual designer with over 11 years of full-time graphic design experience. My wheelhouse is in art direction, brand design, UX/UI and story-based copywriting. I'm familiar with a range of programs, especially the Adobe Suite (i.e. InDesign, Illustrator, Photoshop, etc). I'm comfortable working in fast-paced, end-to-end settings and typically oversee 15-20 different projects at any given time. All this means I'm someone confident in my ability to *take a project from any point in it's progress and be a helpful contributor*.

2. My ability to collaborate or work solo

I regularly work in iterative and collaborative environments while utilizing a Design Thinking design process. I also have experience working solo or directly with a variety of stakeholders, from Department Managers to Executive Directors. This means I'm comfortable *adjusting to a wide variety of needs, personalities, and experience levels*. I believe in the power of clear communication, so I make it my priority to clearly understand design needs and goals. This enables me to comprehend the creative challenge and present meaningful, effective solutions quickly and efficiently.

3. My user-centered approach

Coming from a marketing and web design background, I bring a valuable, important perspective to your team - one that focuses on *establishing empathy for the audience and orienting everything I do around finding a solution to their needs*. From grabbing their attention with clean, modern design and then holding it with clear, compelling copy - it's good business and takes brand loyalists and turns them into brand evangelists.

In short, I believe I'll make a key addition to your team because of my extensive experience, my ability to work in a variety of environments, and my user-centered design philosophy.

Thank you for your consideration and I look forward to hearing from you!



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TO VIEW MY FEATURED WORK GO TO
[REBIK.DESIGN/WORK](https://rebiik.design/work)