



# LEIGH PETERSON GRAPHIC DESIGNER

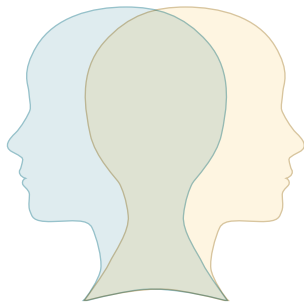
## PROFILE

Like all accomplished designers, I built my career in the arts on a solid foundation of science, and emerged from university with a BSc in Biology. Shortly after that I discovered that the grown-ups were wrong, and that you actually can make a living in the arts that doesn't include operating a fat fryer. As I worked my way through design school, I taught myself HTML, CSS and a touch of PHP to make sure I was the geekiest designer I could be. I was hired on at a small studio where I preceded to flourish as a jack-of-all-trades, and hone my sass in an office full of males. When the time came for a change, I stepped up to a large PR agency, where I've served as a leader, strategist and digital designer in a world that mostly knew traditional media. Recently I've been dipping my toes into application UI development on a personal project—a *mahjongg solitaire game* for iPhone and desktop systems—and hope to continue on that path to becoming a true UI nerd.

## EDUCATION

### LEFT BRAIN

BSc, WILDLIFE BIOLOGY  
University of Northern BC  
2001  
HONOURS\*



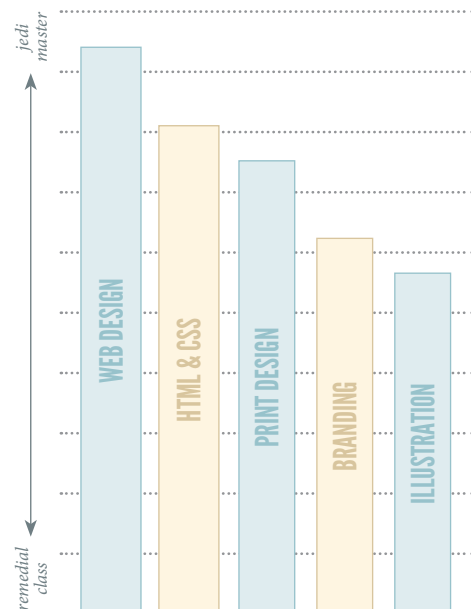
### RIGHT BRAIN

DIPLOMA, GRAPHIC DESIGN  
Art Institute of Vancouver  
2006  
GPA: 3.9\*\*

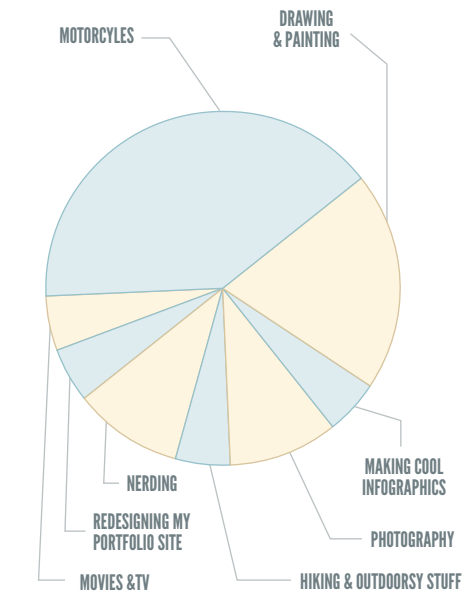
\* Science is hard.

\*\* Ha! A GPA of 3.9 doesn't mean anything at an art school. It's like being in advanced kindergarten.

## PROFESSIONAL TALENTS



## PERSONAL INTERESTS



## EMPLOYMENT

EDELMAN VANCOUVER  
Senior Designer  
2011.01—Present

Designer  
2008.01—2010.12

INDUSTRIAL BRAND CREATIVE  
Designer  
2006.12—2007.12

KARO  
Designer (Contract)  
2006.07—2006.09

## NOTABLE CLIENTS

Bang-On T-Shirts	Knorr
BOSA	Labatt
City of Vancouver	Petro Canada
Clorox (Brita)	Pfizer
GE Canada	RIM
HBC	Rethink Breast Cancer
Heart & Stroke Foundation	Rick Hansen Foundation
Shell	Shell
Johnson & Johnson	Vancouver Coastal Health

## LOT IN LIFE



“As the eldest in a single parent family, Leigh exhibits classic firstborn behaviour, including ambition, responsibility, bossiness, and a slight mistrust of children.”

~ LEIGH, SPEAKING IN THE THIRD PERSON

## HEY—I'M ON THE INTERNET!

EMAIL: [leigh@justafrog.net](mailto:leigh@justafrog.net)  
BLOG: [justafrog.net](http://justafrog.net)  
PORTFOLIO: [leighpeterson.com/portfolio](http://leighpeterson.com/portfolio)  
APP: [ivorymahjongg.com](http://ivorymahjongg.com)

140 CHARACTERS: @L316H  
FLICKR: L316H  
LINKEDIN: [leighpeterson](http://leighpeterson)  
TELEPHONING DEVICES: 778.773.6097