



HOLLY PETERS

SENIOR CREATIVE STRATEGIST

www.hpdesignco.com

CONTACT

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EDUCATION

GRAPHIC DESIGN, BA

CSU Northridge (2007 - 2011)

PROFESSIONAL DEVELOPMENT

User Interface Design - Art Center

SKILLS

DESIGN & CREATIVE

- Adobe Creative Suite (PS, AI, INDD, XD)
- Branding & Visual Identity Systems
- Campaign & Swag Design
- UI/UX Principles, Color Theory, Accessible Design

DIGITAL & WEB

- WordPress
- HTML/CSS
- Website Strategy and Management
- AI-assisted design and content workflows (for iteration, research synthesis, and efficiency)

COLLABORATION & LEADERSHIP

- Vendor & Agency Management
- Cross-Functional Collaboration
- Project Management Systems (Asana, Monday)
- Training & Enablement via Branded Templates

PROFILE

Creative strategist and designer with 10+ years of experience leading website, brand, and digital initiatives that balance strong visual systems, user experience, and conversion-focused outcomes in tech-adjacent environments.

WORK EXPERIENCE

SYNCHRO | 2022 - PRESENT

Senior Creative Strategist (2025 - Present)

- Champion and evolve Syncro's brand identity, ensuring consistency across digital, print, and experiential channels.
- Lead creative strategy and execution for campaigns, tradeshow experiences, swag programs, and cross-functional initiatives spanning marketing, sales, and HR.
- Own strategic components of Syncro's marketing website, including page architecture, UX direction, template creation, and collaboration with external developers to drive engagement and conversion.
- Oversee asset libraries, branded templates, and internal design resources that empower teams to produce on-brand content efficiently.
- Collaborate across departments to align marketing and product design efforts, maintaining brand compliance and enabling colleagues with scalable creative systems.
- Introduced systems-driven and AI-assisted workflows to support faster concept iteration, content exploration, and early UX validation, improving efficiency without sacrificing quality or accessibility.
- Partner with marketing and product teams to evolve website systems, templates, and asset libraries, enabling scalable execution and consistent user experiences across channels.

Senior Graphic Designer | Syncro (2022 - 2025)

- Acted as the primary executor of visual projects across marketing, executive, and cross-functional teams, delivering design support for both external campaigns and internal initiatives.
- Produced high-impact assets and branded assets including eBooks, ad campaigns, banners, event materials, swag, and executive presentations that supported demand generation and company-wide communication.
- Played a key role in Syncro's full company rebrand, implementing new visual standards across web, digital, and event channels
- Supported large-scale web and brand initiatives by implementing new design standards across digital and event channels during a full company rebrand.

GRAPHIC DESIGNER / CREATIVE DIRECTOR

HPdesignCo. | 2011 - Present

- Created brand identities and marketing assets for entrepreneurs, nonprofits, and small businesses, including logos, websites, packaging, and promotional campaigns.
- Designed client collateral such as presentations, decks, reports, and digital marketing materials that streamlined workflows and boosted engagement.
- Collaborated with clients and developers to translate creative concepts into functional web experiences, improving project efficiency and delivery timelines.