



MIKE PEACOCK

ART DIRECTOR, DESIGNER,
& ILLUSTRATOR

HELLO@MIKEPEACOCK.CO

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Over 20 years of professional experience turning complex strategy into highly executed creative. I specialize in high-impact visual identity and digital design, partnering with teams to build brands from the ground up. Whether I'm running a rapid brand sprint or designing out a massive digital rollout in Figma and Webflow, my focus is always on translating the core strategy into a visual hook that actually performs. Outside of the studio, I'm usually hanging out with my wife, Vanessa, chasing our son, Judah, perfecting my at-home barista skills, or sneaking in some time on the water fishing.

ART DIRECTOR & DESIGNER

INDEPENDENT | 2023 - PRESENT

1. Manage full-cycle brand projects from initial concept to final production.
2. Design visual identities and comprehensive digital experiences for a wide variety of clients and industries.
3. Deliver multi-platform content across video, photo, web, and signage, ensuring the visual hook translates everywhere.

SENIOR GRAPHIC DESIGNER

STATION16 | 2021 - 2023

1. Led the development of visual brand experiences across digital and physical platforms.
2. Designed and built custom web experiences for heavy hitters like iHeartRadio using Webflow, WordPress, HTML, and CSS.
3. Art-directed brand materials and digital media to ensure cohesive storytelling.

GRAPHIC DESIGNER

12STONE CHURCH | 2019 - 2021

1. Handled heavy, continuous design output, shaping their visual identity on staff and continuing to partner with them as an independent contractor.
2. Designed artwork for high-turnaround teaching series, films, and overarching campaigns.
3. Maintained strict brand consistency across social, web, email, and print deliverables.

MARKETING OPERATIONS MANAGER

RITTMAN MEAD AMERICA | 2015 - 2017

1. Led marketing initiatives for US and UK teams, functioning as a bridge between design and operations.
2. Directed a massive website redesign, migrating over 1,500 blog posts while preserving SEO architecture.
3. Contributed to UX/UI and front-end implementation while managing comprehensive content campaigns.

EMAIL SPECIALIST

MOXIE | 2013 - 2015

1. Hardcoded emails for millions of users on the Verizon Wireless eCRM team.
2. Enhanced the retail store deployment tool and established rigorous email development and QA standards.

FRONT-END DEVELOPER & GRAPHIC DESIGNER

PINNACLE PROMOTIONS | 2010 - 2013

1. Designed custom Magento e-commerce stores and built out front-end web layouts.
2. Collaborated on massive RFPs to win accounts like Emory University, Wolverine, and Coca-Cola.
3. Executed impactful email campaigns and directed physical marketing collateral.

CORE DISCIPLINES

Art Direction, Brand Identity, Brand Sprints, Web Design, Front-End Development, Illustration.

THE STACK

Figma, Webflow, Framer, WordPress (Divi & Elementor), Adobe Creative Suite (Photoshop, Illustrator, InDesign).