

# Peter Frey

All-round Senior Visual Designer with branding experience and actively integrating cutting edge AI workflows.

## 👤 Personal Details

Birthday	02.10.1992
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LinkedIn	linkedin.com/in/ptfrey/
Languages	German (Native) English (Native)

## 🏢 Work Experience

### Senior Visual Designer

eyeo GmbH  
09/16 – 02/26

- Working on Brand Strategy for 10+ Brands and Products
- Pitch presentations and tech decks for B2B partner communication
- UX/UI Design for products and websites
- Visual & Motion Design for social media & marketing
- Photography for internal & external events
- Print material & booth design for events

### Design Internship & Working Student

eyeo GmbH  
09/14 – 09/16

- Visual branding for social media
- First experience with corporate branding
- Presentations and brand assets for partner communication

## 🎓 Education

### Professional Diploma in UX Design

UX Design Institute  
09/21 – 03/22

- User Experience (UX)

### Bachelor of Engineering, Audiovisual Media

Hochschule der Medien Stuttgart  
09/12 – 09/16

- Focus: Design & Film

### Bachelor of Arts

New Mexico State University  
10/09 – 10/11

- University entrance qualification

## 🔧 Skills

### Branding

Experience in bringing multiple brands and products to life

### Visual Design

Keen eye for what looks good no matter the medium

### AI Workflows

Integrating ever evolving AI tools into my design processes

### UI/UX Design

Working with Products and Websites to deliver a good experience

### Photo & Video

Experience with shooting and editing for social media and marketing

### Motion Design

Bringing designs to life with animations for social media and web

### Print

Print materials and booth design for events and marketing.

## 🔑 Tools

### Creative

- Adobe Creative Suite
- Figma
- Canva

### Office

- Microsoft Office
- Google Docs
- Jira
- Hubspot
- Wordpress

### AI

- ChatGPT
- Gemini
- Claude
- Midjourney
- Open Source Models