

# PETER STAMENOFF

## SENIOR DESIGNER

[peterstamenoff.com](http://peterstamenoff.com)

[peterstamenoff@gmail.com](mailto:peterstamenoff@gmail.com)

[linkedin.com/in/peterstamenoff](https://linkedin.com/in/peterstamenoff)

## SKILLS

Accessibility

Adobe Creative Suite

AI-Powered Design Tools

Art Direction

Branding

Campaign Development

Color Theory

Communication

CSS

Design Systems

Email Design

Figma

Global Edit

HTML

Illustrator

InDesign

Layout and Composition

Print Production

Photography

Photoshop

Photo Retouch

Responsive Design

Sketch

Typography

User Research

UX/UI

Web Design

Wireframes

WordPress

WorkFront

**Greetings! I'm Peter Stamenoff.** I'm a Senior Designer based in the San Francisco Bay Area, with brand, digital, and print design expertise. I've worked with Fortune 500 companies to deliver creative marketing campaigns and compelling user-centered experiences across web, email, and mobile.

## Sam's Club | Walmart

### Senior Designer

San Bruno, CA

May 2021 – July 2025

- Designed, high volume of creative assets for full-scale digital campaigns, including landing pages, emails, social media, mobile apps, and web banners, ensuring consistent branding across all channels.
- Collaborated closely with art directors, copywriters, merchandisers, and marketing partners to develop creative assets for seasonal campaigns that drove sales.
- Partnered with Art Directors in the development of brand guidelines, logos, promotional materials, and marketing collateral, ensuring cohesive visual identity across print, digital, and merchandise.
- Elevated brand consistency and design quality by contributing to the visual design system, evolving core elements like typography, layout, and imagery to promote seamless user experience across all digital channels.
- Played key role in creating compelling experiences for members and associates across various touch points, from in-club interactions to digital platforms and home-based engagements to increase membership growth.
- Proactively improved design workflows, integrated current industry trends, and brought a positive, team-focused attitude.

## Designer

March 2020 – May 2021

- Created digital assets across web, mobile, and email for brand awareness, strategic initiatives to increase member engagement.
- Developed and executed targeted, insight-driven creative for campaigns spanning digital, print, and merchandise to reinforce brand identity.
- Coordinated with marketing leadership, cross-functional teams, and content partners to design creative for ecommerce site, landing pages, email campaigns and online marketing.
- Executed complex, high-visibility projects independently balancing timelines, feedback, and priorities while managing external vendors.
- Managed multiple projects simultaneously, maintaining timelines and delivering high-quality designs under tight deadlines.

## EDUCATION

**Luddy School of Informatics,  
Computing, and Engineering**  
Master of Science (MS)  
Media Arts & Science  
June 2014

**Herron School of Art + Design**  
Bachelor of Fine Arts (BFA)  
Photography  
June 2009

## CERTIFICATIONS

**DesigLab**  
UX Academy  
February 2026

**DesigLab**  
UX Academy Foundations  
July 2025

**Udemy**  
Figma UI UX Design Advanced  
January 2025

**Udemy**  
Figma UI UX Design  
Essentials October 2024

**Tailored Brands | Men's Warehouse** **Fremont, CA**  
**Designer** April 2018 - March 2020

- Designed digital assets for the Men's Warehouse website, mobile app, social media, and email campaigns to support brand marketing and online merchandising initiatives.
- Concepted and produced in-store signage, catalogs, and print collateral, delivering press-ready files for retail marketing campaigns.
- Collaborated with Art Directors on new seasonal campaign concepting and style guide development.
- Assisted in planning photo shoots, developed shot lists, and provided on-set art direction and styling support for seasonal campaigns.
- Partnered cross-functionally to deliver strategic design solutions that elevated the brand and drove revenue.

**Production Designer** March 2016 - April 2018

- Executed pixel-perfect digital designs for webpages, banners, and emails, following established brand and seasonal guidelines.
- Created technically accurate production ready files for direct mail, catalogs, store signage, and other marketing materials.
- Color matched products with photography, assisted with markups/revisions for the retouching team, and refined the design of weekly email templates.

**Havas Worldwide** **San Francisco, CA**  
**Production Designer** November 2015 – March 2016

- Produced pixel-perfect layouts and digital content for web, email, and social, based on established designs.
- Structured and organized Photoshop files to streamline handoff, and enable fast-turn revisions across multiple channels.

**StringCan** **Indianapolis, IN**  
**Web & Production Designer** Oct. 2013 - Feb. 2015

- Designed, set up, and launched WordPress sites; managed client requests and feedback to optimize website performance and usability.
- Created and edited videos for web and social; photographed and retouched product images for digital, print, marketing campaigns, and print collateral.