

Peter Tracy

Creative Director, Branding, Marketing, Communications
Los Angeles, CA

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ABOUT

24+ years industry experience working with large brands in web, mobile, print, interface, branding, advertising, and marketing design across the mobile gaming, music, action sports, and automotive industries including an animation, illustration, UI/UX, and programming background.

EXPERIENCE

Creative Director, Communications

Zynga, Inc. | Culver City, California
Mar 2020 - Apr 2024 | 4 yrs 2 mos

Responsible for directing and executing corporate communications visual content materials while building Zynga's brand identity through social media, email, partnerships, advertisements, and products, helping it to become one of the largest developers of mobile games in the West with more than 183 million monthly active users playing its mobile games.

- Developed and maintained a comprehensive set of brand guidelines that reflect our brand identity, including brand values, voice, tone, visual style, logo usage, typography, color palette, and other key elements.
- Collaborated, supported, and partnered with Product and Marketing along with other cross-functional teams to create visual assets that bring personality, narrative, and visual consistency to creative assets while communicating the company vision.
- Managed and owned multiple design projects from conception to delivery, concurrently, ensuring timely delivery, and a high standard of quality.
- Provided direction and mentorship.
- Managed company creative assets for internal and external use.
- Built, designed, and advised on the creation of presentation decks such as Go to Market, Partnerships, CEO Speaking Events, Campaigns, and internal Corporate Communications.
- Supported video/motion pieces.
- Retouched and edited all forms of imagery as needed, including creating mockup of products and branded environments.

Lead Designer, Corporate Marketing

Jam City, Inc. | Culver City, CA
Apr 2016 - Mar 2020 | 4 yrs

Work collaboratively with cross-functional teams to produce, implement and deliver a variety of digital assets across more than a dozen game titles - reaching millions of players every month.

- Oversaw the creation and execution of all Jam City corporate marketing collateral in order to uphold brand consistency and integrity.
- Created advertising collateral for high profile IPs such as Disney's Frozen 2, Harry Potter, Family Guy, Futurama, Dr. Seuss' The Grinch, and Peanuts by Schulz.
- Produced product and marketing decks for corporate partnerships.
- Collaborated with cross-functional departments, including Employee Engagement, Publishing, Recruiting, Communications, and Business Development to generate creative assets, provide creative strategy and advise on external branding.
- Designed and generated social media assets.

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Creative Director

MotorTrend Group | El Segundo, CA
Mar 2006 - Mar 2016 · 10 yrs 1 mo

Oversaw the creative execution of mobile and website redesigns, sales and marketing campaigns, product features, and event microsites across all 25 action sports and entertainment properties. Helped the company grow from a startup to the leading provider of Outdoor and Lifestyle content, reaching more than 45 million unique users every month.

- Served as the principal creative resource in communicating brand vision and guidelines across 25 online action/outdoor properties.
- Designed and standardized multiple sites including: DewTour 2016, BikeMag.com, GrindTV.com, Fuel.TV, CanoeKayak.com, LineOfTheWinter.com, PacificPaddleGames.com, LowersPro.com, OakleyProJunior.com, SurfShopChallenge.com, and BaseballAmerica.com.
- Produced a wide range of assets including, but not limited to web and mobile user interfaces, email graphics, infographics, PowerPoint presentations, logos, icons and ad units.
- Awarded 4 design patents for creating an innovative user interface on TheBubble.com. U.S. Patents: #D665420, #D665421, #D665422, #D654928, #D654929, #D654930.

Visual Designer

Yahoo! | Santa Monica, CA
Sep 2002 - Mar 2006 · 3 yrs 7 mos

Maintained and enhanced the design and user experience of key Yahoo! products such as LAUNCHcast, Artist Pages and the Yahoo Music Engine.

- Designed and developed interactive prototypes for pre-production projects.
- Managed and oversaw outsourced design help.
- Interviewed candidates for UI and design roles.
- Participated in user testing sessions that directly impacted product designs.

QUALIFICATIONS

- Strong background in graphic design and passionate about beautiful, strong, clean design
- Obsessed with fonts, color palettes, and consistency
- Constant and curious learner with a passion to evolve
- Excellent design, technical, organizational, interpersonal, and written communication skills
- Ability to translate strategic vision into tangible project deliverables
- Strong work ethic with an ability to thrive in and enjoy a fast-paced, dynamic work environment
- Outstanding presentation skills and the ability to articulate strategic creative solutions to clients
- Ability to multi-task while coordinating multiple projects and resources

SKILLS

Adobe Creative Suite (Photoshop, Firefly, Illustrator, After Effects) Microsoft Office (Outlook, PowerPoint, Excel, Teams), Google Drive (Slides, Sheets, Docs) Jira, Miro, Keynote, Unity Game Engine, HTML 5, CSS 3, PHP, MySQL

EDUCATION

The Art Institute of Los Angeles | Honors Graduate
Associate of Science Degree in Computer Animation
Sep 1998 - Mar 2000 | Santa Monica, CA