

Peter Tracy

Brand Identity Designer | Graphic Designer
Los Angeles, CA

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ABOUT

Highly versatile, expert designer with over 24+ years of 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

Brand Identity Designer | Graphic Designer

Freelance | Torrance, California
Jan 2000 - Present

Responsible for managing multiple clients and producing high quality creative against varying deadlines demonstrating collaboration, time and project management skills, and asset organization. Current projects span across print & digital visual design, marketing & advertising design, UI, and illustration.

Design Lead, Marketing and Communications

Azra Games, Inc. | Sacramento, California
Jan 2025 - Jul 2026

Responsible for supporting leadership and marketing teams with executive presentations & corporate materials, brand systems & asset management, marketing collateral & event art, as well as ad hoc digital design support.

- Design and produce board decks, investor presentations, and other supporting visual communication for leadership audiences.
- Produce ad creatives, social media assets, campaign visuals, website creative, email templates + newsletter content, when required by the marketing team.
- Support ad-hoc design requests from senior stakeholders across the group.
- Experiment with different mediums and formats—from motion to generative AI—to create fresh, compelling ways of sharing information.
- Turn complex business information into structured narratives with clear visual hierarchy.
- Manage and organize final assets so materials are easy to find and reuse.

Creative Director, Communications

Zynga, Inc. | Culver City, California
Mar 2020 - Apr 2024

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.

- Built, designed, and advised on the creation of presentation decks such as Go to Market, Partnerships, CEO Speaking Events, Campaigns, and internal Corporate Communications.
- 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.
- Supported video/motion pieces.
- Retouched and edited all forms of imagery as needed, including creating mockup of products and branded environments.

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Lead Designer, Corporate Marketing

Jam City, Inc. | Culver City, CA

Apr 2016 - Mar 2020

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 including social media assets.

Creative Director

MotorTrend Group | El Segundo, CA

Mar 2006 - Mar 2016

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.

QUALIFICATIONS AND SKILLS

- Strong background in Web Design, Static and Video Ad Creation, Print Collateral, Presentation Design.
- Familiarity with AI-assisted design tools and workflows (Nanobanana, Firefly, Kling).
- Strong typography, layout, and visual hierarchy skills.
- Experience preparing print-ready files and working with production specifications.
- Comfortable managing multiple concurrent requests from different stakeholders and prioritizing effectively.
- Strong attention to detail and ability to maintain brand consistency across varied outputs and brands.
- Good communication skills and confidence working with senior leadership who may provide ambiguous direction.
- Proficient in: Adobe Creative Suite (Photoshop, Firefly, Illustrator, Adobe Animate, After Effects, InDesign) Figma, Keynote, Microsoft Office (Outlook, PowerPoint, Excel, Teams), Google Drive (Slides, Sheets, Docs) Jira, Miro, Airtable, Unity Game Engine, HTML, CSS, PHP, MySQL,

EDUCATION

The Art Institute of Los Angeles

Associate of Science Degree in Computer Animation

GPA: 3.6