

# Kexin 'Coco' Petersen

Digital/Product Designer

cocopetersen.com

kexinpetersen@gmail.com

Los Angeles, CA



## Education

### Rochester Institute Of Technology

Master Of Fine Arts - MFA

2017 - 2019

### Colorado College

Film And Media Studies B.A.

2013 - 2017

## Skills

### Design

UI/UX Design

Wireframing

Prototyping

User Research

Responsive Design

Adaptive Design

Component Libraries

3D Modeling & Animation

Visual/Branding

Motion Graphics

Usability Testing

Design Systems

Data Visualization

Journey Mapping

Competitive Audits

Video Editing

### Tools

Figma

Photoshop

Illustrator

After Effects

Cinema 4D

Webflow

Lightroom

Principle

Premiere

Adobe XD

HTML/CSS

Framer

## Experience

### Thinkingbox | Designer

OCT 2021 - PRESENT

Collaborated with cross-functional teams to define visual styles, translate wireframes into interactive designs, and create dynamic assets for websites and digital campaigns. Partnered closely with producers and creatives to deliver design solutions aligned with both client goals and performance-driven requirements, while also mentoring junior designers and supporting their growth through feedback, guidance, and collaboration.

### Five By Five Global | Designer

OCT 2020 - OCT 2021

Worked closely with the Creative Director to design, develop and implement deliverables to meet commercial and promotional needs according to briefs and requirements for interactive marketing, campaigns, web, and motion graphic projects.

### Shanghai Disney Resort | Creative Design Co-Op

JUN 2019 - AUG 2019

Assisted the Design and Marketing Manager in executing a variety of design projects—from print materials to large-scale airport billboards—ensuring alignment with business goals.

### The Walt Disney Company | Digital Art Direction Co-Op

AUG 2018 - MAY 2019

Worked within Disney's internal advertising agency for Disney Parks & Resorts — Yellow Shoes. Conceptualized creative campaigns for Disney Parks & Resorts, Cruise Line, and Aulani. Collaborated with copywriters on ideation and strategy, while producing assets for presentations and digital initiatives.

### Mindshare | Graphic And Multi-Media Design Intern

JUN 2018 - AUG 2018

Collaborated with Creative Director on multimedia design (print/digital/video), including flyers, motion graphics, presentation templates, and photo/video production.