

Petey Routzahn

↗ peteyroutzahn.info

I'm a graphic and communication designer with strong experience conducting qualitative research, managing teams, and designing for complex systems.

Education

University of Southern California (USC), Fall 2014

B.A. Neuroscience
Minor in Communication Design

Skill Sets

DESIGN

Art & creative direction
Branding
Digital & UI design
Multimedia storytelling
Print design & production
Typography
Service design
Spatial & exhibition design

RESEARCH

Qualitative research
User testing
Workshop facilitation

MANAGEMENT

People management
Project management
Strategy & planning

TECHNICAL

Adobe Creative Suite
Airtable
Figma
Google Suite

SOFT SKILLS

Detail-oriented
Good listener
Problem solver
Process-oriented
Silly

Public Policy Lab, 2020 – present

● Senior Design Lead | Previously: ○ Senior Designer, Design Fellow

↘ Lead research and design projects for government and philanthropic partners to create new services, products, and programs. Project topics include [aging and Medicare access](#), the digital divide, and [youth and adult homelessness](#).

↘ Manage teams and processes to conduct research, generate insights and recommendations, and create storytelling and design artifacts such as audio stories, service blueprints, publications, and websites.

↘ Guided company through a website redesign (publicpolicylab.org) and rebrand, served as the interim design director, and helped develop internal systems and processes related to communications, diversity and inclusion (DEI), hiring, and project management.

Freelance, 2018 – present

↘ Created brand identities, digital experiences and websites, printed collateral, and large-scale events and exhibitions for small businesses, advocacy and political organizing groups, lifestyle brands, startups, and tech companies.

↗ Clients: [Arena](#), [Bar Nine Coffee Roaster](#), [End Cue](#), [Figma](#) (agency partner: [In-fo.co](#)), [Michigan Justice Fund](#) (agency partner: [Room for Magic](#)), [The Main Museum](#), [One Vote](#), Plaza Film Nights, [Seed](#), [Sonos](#) (agency partner: [Imprint Projects](#)), [Relativity Space](#), and more.

Imprint Projects, 2014 – 2018

○ Senior Designer, Designer, Production Coordinator, Design Intern

↘ Lead visual design and creative experiential thinking across brand activations, digital content and video, printed and physical artifacts. Clients include Levi's, Sonos, and Uniqlo.

↘ Worked with creative directors, strategists, producers, and vendors to create multifaceted campaigns across various digital platforms and in-person events.

↘ Implemented a new company-wide internship program and curriculum.

Pro-Bono, 2016 – 2022

↗ [Mutual Aid LA](#): Helped manage community refrigerator supply and clean-ups, facilitated weekly meetings, and volunteered at vaccination clinics and mental health first aid trainings for the East Hollywood division.

↗ [LA Forward](#): Created the brand identity and an election voter guide for a progressive LA political organizing collective.

↗ [WAPOW](#): Designed quarterly magazines and community engagement tools for a platform celebrating LA's Chinatown's multicultural history.

↗ [Young Creative Agency](#): Mentored young designers in the creation of client deliverables and personal projects and facilitated discussions around freelancing, cooperative business practices, and equity in the design field.