

# Cody Petruk

2023 – present	<b>experience</b> <b>Epic Games</b> Led the transition of Fortnite's marketing production over to Figma. Developing process, documentation and best practices for production of massive global marketing campaigns, reducing delivery times by 50-80%. Overseeing approvals and training.	312 404 7495 cody@codypetruk.com www.codypetruk.com
2020 – 2023	Led the marketing branding for season launches and other large in-game events, as well as brand/artist collaborations with Nike, Balenciaga, Dragon Ball, Wu-Tang, Ralph Lauren and the NBA. Worked on the development of LEGO Fortnite branding.	<b>skills</b> conceptual composition communication typography art direction production systems mentorship workflow
2014 – 2019	<b>Superfly Presents</b> Best known for their music festivals, Bonnaroo and Outside Lands, in 2010 Superfly joined the creative agency space and have since partnered with brands like Google, Citi, Apple, Yahoo, Intel, and Dropbox. I oversaw the Design Team, leading on festival branding, design, and creative production, as well as client work and new business.	media Photoshop Illustrator InDesign Figma After Effects HTML/CSS
2010 – 2014	<b>DDB Chicago</b> Designed print, digital, branding, and pitch materials for national and global advertising campaigns. Worked closely with CD teams to help create compelling, engaging creative.	affiliations AIGA Raleigh Society of Typographic Arts
2011	<b>EPIC: Engaging Philanthropy, Inspiring Creatives</b> Volunteered for an EPIC rally. Helped develop a brand identity for <b>Iron Street Urban Farms</b> , the Chicago branch of <b>Growing Power</b> .	volunteering Chicago International Poster Biennial 2010-13 AIGA Student Portfolio Week
2011	<b>Chicago Portfolio School</b> Chicago Portfolio School prepared students for jobs in advertising and design. I taught the <b>Introduction to Design</b> course.	References available upon request.
1999 – 2008	<b>Lush Visuals</b> Lush Visuals was a video artist collective that specialized in immersive video, film and light performances for music and theater events. Performed live VJ sets, created content and ran production for theater performances.	
2008 – 2010	<b>education</b> <b>School of the Art Institute of Chicago</b> Bachelor of Fine Arts, Visual Communication Design.	
2006 – 2008	<b>Nova Scotia College of Art and Design</b> Began my degree. Transferred to SAIC.	
2011	<b>awards</b> <b>Keith Reinhard People Award</b> An in-agency 'people's choice' award for hard work and exceptional ideas.	
2010	<b>National Student Society for News Design</b> First Place Recipient: Newspaper Front Page Design.	
2009	<b>AIGA/Chicago Rotary Club Scholarship Award</b>	
2005 – 2010	<b>Threadless</b> Five of my designs have won, and were sold on tshirts, posters and other merchandise.	