

CAROLINE PETERS

EDUCATION

Miami Ad School

Art Director Portfolio Program

2023 - 2025

California Institute of the Arts

Graphic Design Specialization

2021 - 2022

Colorado State University

*Completed 85 credits towards a
BA in Communication*

2016 - 2019

SKILLS

- Art Direction & Concepting
- Visual Identity & Crafting
- Adobe Creative Suite
- Wardrobe Styling
- AI Design Programs (Midjourney, Runway, Firefly, Lumina, Nano Banana, Sora, ChatGBT) - always looking for the latest one
- Graphic Design

AWARDS

Clios

Shortlist - OnlyHands

Graphis

Platinum - Hidden Petals

Shortlist - Man Eater

American Advertising Awards

Gold (District) - OnlyHands

Gold (District) - Murder for Mother

Gold (District) - Murder for Mother

Gold (District) - Ready, Set, Rescue

Silver (Regional) - OnlyHands

PROFILE

New York-based Art Director focused on culture-led, internet-native work across gaming, fashion, and product. Combines concept and craft to build social-first and integrated campaigns across U.S. and European markets. Drawn to sharp ideas with a light sense of humor — work that travels fast and scales cleanly. First campaign reached 35M+ views, proving the right kind of silly still works.

check out my work at www.carolinecpeters.com



carolinecpeters1@gmail.com



425 457 9079

WORK EXPERIENCE

DAVID NY

Jr. Art Director

Brooklyn, NY Sept 2025 - Current

Concepted and art-directed work across Kimberly-Clark brands (Huggies, Depends), IKEA, and Clash Royale, with a focus on culture-led, product-first ideas. Concepted and drove visual development for IKEA's social channels, creating platform-native ideas, systems, and KVs. Print work for IKEA publishing in March for Interior Design magazine.

OFFICER & THE GENTLEMAN

Jr. Art Director

Madrid, Spain Mar - Aug 2025

Art Direction Intern

Jan - Mar 2025

Lead Art Director on Your Setup Wants Opera GX — a culture-led campaign for Opera GX, the gaming browser — generating 35M+ views across TikTok and YouTube. Built and owned the visual world across social, film, and interactive touchpoints, including a custom-built video game. Recognized as an Ads of the World Editor's Pick. Additional work across digital and social campaigns for Real Betis and Codere.

WARDROBE STYLIST

Freelance (On Set)

Miami, Florida 2022 - 2025

Styled and co-directed visuals for music videos and editorial shoots. Collaborated with international artists including Latin Grammy-nominated Maga Córdova, whose video "Vuelvo A Volar" has reached nearly 1M views on YouTube. Concepted and styled fashion editorials that earned a Platinum and a Shortlist at the Graphis Awards. Known for creating immersive visual worlds that fuse high-impact styling with bold, cinematic direction.

BEAUTY INTERN

Purple PR

New York, New York May - Aug 2018

Assisted in media outreach, showroom coordination, and event support for luxury beauty clients including ILIA Beauty, Dr. Jart+, Lancome and Maison Francis Kurkdjian. Gained early exposure to brand strategy and visual storytelling within a fast-paced, high-profile agency environment.