Peter Surrena

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Current

2014–Present / Head of Product. Digiday Media

I lead a small team to do big things, and believe in leading by doing. My focus is on increasing the visual and technical standards of Digiday Media and finding new ways to increase and generate additional revenue across all products.

Digiday. The home of modern media and marketing, Digiday.com

Glossy. The future of fashion, luxury, and beauty. glossy.co

Digiday Plus / Glossy Plus. Premium content membership system integrated into both Digiday.com and Glossy.co using the Piano Composer platform.

Digiday Meeting Scheduler. Connecting the buy and sell sides at Digiday Summits. This app was built using React and hosted on Google Cloud. We use the Cloud ML Engine to help attendees find the best matches for on-site meetings.

Digiday Media. Confronting truths in technology's transformation of global industries. DigidayMedia.com

Gather. World-class culinary experiences for corporate clients. gatherexperiences.com

Digiday Intelligence Platform. A members-only research platform for gathering and organizing insights and data points.

Newsletter Scheduler. Built using the CampaignMonitor API and Vue.js to automate daily email sends. Along with this, an eNL CMS to traffic ads, modify layouts, update feeds, etc.

Ad Operations. Traffic, forecast, and report on direct-sold advertising across Digiday Media properties. Implemented process for account managers and sales team to complete accurate IO's.

Digiday Magazine. Printed quarterly.

Digiday Events. Produced collateral and developed visual systems for 55 events (annually) worldwide.

Past

2010–2014 / Creative Director. PSFK

Created for brands (such as Google, Target, Intel, and BMW), managed all things digital, and visualized and executed PSFK's international event series and exhibitions.

Built the design department at PSFK.

Worked with clients to visualize trends, with a focus on competing brands, consumer paths and future retail concepts.

Design and development of PSFK.com.

Managed all technical and visual aspects of the business, and hired and oversaw related vendors for international events.

Designed and managed PSFK's publishing series, *The Future Of.*

2007–2010 / Senior Designer. WRT Design

Interactive, information and print design for architecture and urban planning projects, and proposals.

2004–2007 / Designer. Fernley & Fernley

Brand development, website development, and migration of existing websites to current standards for various non-profit associations.

2004–2005 / Teacher. University of the Arts

Photography and Photoshop instructor for continuing education classes. Guided students in creative decision making and updating their technological skill sets.

2003 / Designer. FAO, Inc.

Graphic design services for FAO Schwarz, Zany Brainy and The Right Start.

Education

1998–2002 / University of the Arts, BFA in Graphic Design

Tools

Adobe Creative Suite. Sketch.
HTML. CSS / Sass. PHP. MySQL.
GIT. Jira. InVision.
Google DoubleClick, Tag Manager, Optimize, Analytics.
Piano. CampaignMonitor. Fastly.