A strong brand story is the foundation of every great design—the ability to adopt each clients unique perspective is what makes good work great, and great experiences memorable.

EXPERIENCE

Gensler | September 2016 - Present | Washington, DC + Los Angeles, CA
Design Director
As Design Director in Gensler's Brand Design practice, Jonny leads teams in crafting innovative, story-driven graphic programs that address every aspect of brand strategy—from multimedia communications, to signage & wayfinding solutions, to graphic environments and iconic sculptural landmarks. His creative leadership spans both coasts with work based out of both the DC and LA offices, transforming development projects across all of Gensler's market sectors.

Selbert Perkins Design | July 2012 - September 2016 | Playa Del Rey, CA
Senior Designer
Lead signage and branding efforts for high-profile developments both nationally and globally. Notable projects include the Wilshire Grand Tower in Downtown LA, the Gemological Institute of America, and The Baha Mar Resort in the Bahamas.

Jonny Peterson Design | Designer | June 2010 - July 2012 | Los Angeles, CA
Knock Knock | Designer | November 2009 - April 2011 | Venice, CA
Landor Associates | Intern | January 2009 - April 2009 | San Francisco, CA

EDUCATION

Art Center College of Design | Pasadena, California
Bachelor of Fine Arts in Graphic Design with Honors, 2009

Orange Coast College | Costa Mesa, California
Associate of Arts, General Studies, 2006

ORGANIZATIONS

SEGD | DC Chapter Co-Chair 2022 - Present, 2024 Annual Conference Co-Chair

AWARDS

Illume Dupont Circle | Gensler
Winner, Re-think Dupont Circle Competition, Dupont Underground
Best of 2023, AIA Northern Virginia

Studio Black | Gensler
Winner, IIDA, Best of Asia Pacific 2018, Corporate Space Large Category
Honoree, Interior Design Magazine, Best of Year Awards 2017
Finalist, SEGD, 2018 SEGD Global Design Awards

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