

KATHY MOORE

VISUAL DESIGNER

CONTACT

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PROFILE

Creative professional with over 10 years of experience as a visual-thinking problem solver, producing design-driven solutions, while collaborating, nurturing and building concepts, communicating and presenting ideas and delivering quality work in a fast-paced, design and marketing environment.

DESIGN SKILLS

- Layout & composition
- Typography
- Infographics
- Illustration
- Brand management
- Photo editing
- Logo design
- Package design
- Publication design
- Retail design
- Email marketing
- Responsive web design
- Print production

TECHNICAL SKILLS

- Adobe Creative Cloud:
 - Illustrator
 - InDesign
 - Photoshop
 - Acrobat
- HTML & CSS
- WordPress
- Microsoft Office 365:
 - Word
 - PowerPoint
 - Excel
- Salesforce Marketing Cloud
- MailChimp

EDUCATION & PERSONAL DEVELOPMENT

The Art Institute of Seattle Seattle, WA
AAS graphic design (2001)

School of Visual Concepts Seattle, WA

- HTML & CSS, Level 1 (2015)
- HTML & CSS, Level 2 (2016)
- User Experience, Level 1 (2016)

EXPERIENCE

McMenamins Troutdale, OR
Graphic Designer (2019-present)

Working alongside the creative department to conceptualize ideas, create design solutions and see them through to final production.

- Presenting work to creative leadership and executing the final design of T-shirts, coasters, pint glasses, buttons, stickers, refrigerator case signage, ice cream cart wraps and food and beer labels while adhering to McMenamins unique branding
- Developing digital and print design extensions for creative campaigns, such as, event posters, ads, theater slides, Instagram story templates and social media contests

Freelance Seattle, WA
Graphic Designer (2015 - 2019)

Selected clients include:

Mic's Mix: Provided creative leadership, market research, design concepts and guidelines. Delivered print-ready label files for a set of Mic's Mix baking mix blends, as well as digital assets for web.

Jude's Oldtown Restaurant: Designed coupons, gift cards, event posters and menus that expanded and strengthen their brand.

Bakelite 78: Designed CD package for EP album and T-shirt creative, tailoring the experience to the band's interest and expectation.

PCC Community Markets Seattle, WA
Graphic Designer (2007 - 2019)

Worked with writers, designers, social responsibility and community relations teams, project managers, merchandisers, senior leaders and print vendors to develop successful marketing materials, targeted to drive sales and increase customer base.

- Created the development of web, print and presentation graphics from conception to final design
- Executed marketing, packaging, in-store campaigns, event promotion, outdoor advertising, digital assets, email newsletters and web pages based on creative direction, briefs and brand guidelines
- Delivered quality and consistent work, on time and within budget, that reflected PCC's culture and goals

Trader Joe's Lynnwood, WA
Lead Store Artist (2001 - 2007)

Built concepts and designed endcap signs, banners, product signs, environmental store signs and murals to communicate the store's focus, while understanding the shoppers' needs, under the brand's integrity and vision.

- Developed Illustration, layout and typography (mixed media)
- Worked collaboratively with store management to meet the store's objectives
- Delegated tasks, communicated design guidelines and provided counsel to store artists to maintain visual consistency