



MAILING ADDRESS

16600 Lucille Avenue
Cleveland, OH 44111

JESSICA MOORE

GRAPHIC DESIGN & ART DIRECTION

CONTACT

@ design@jessicafmoore.com

☎ +1 (216) 798-9023

🌐 www.jessicafmoore.com

SKILLS

PROFESSIONAL

Graphic Design & Illustration

Art Direction

Brand Development & Management

HTML, CSS, Wordpress

Logo & Iconography Design

Communication Strategy

Creative Problem Solving

Leadership & Mentoring

WORK PHILOSOPHIES

When people support one another, everyone is supported well.

Avid Learner: Everything is possible with learning, research, and dedication.

To maximize the productivity of your team, invest in each member, then identify and empower natural abilities.

EDUCATION

B.S.ED. OHIO UNIVERSITY

WORK EXPERIENCE

DECEMBER 2019 – PRESENT NAPNIC LLC

CREATIVE DIRECTOR

- Designed a logo which will come into national viewing on USA Network in October 2020 and rebranded three products in the NapNic LLC product line
- Managed photoshoots, video editing, and website builds remotely to achieve product goals in a difficult season when travel was prohibited
- Created design for social media, webinar presentations, and interactive worksheets which harmonize digital with traditional—allowing users to choose how they use them
- Utilized InVision and Photoshop to design and oversee production of a complex internal membership site. Navigated heavy visual problem solving successfully as programmers wrestled constraints of conflicting plug-ins
- Designed and prepped graphics for code, delivered assets and documentation for websites

FEBRUARY 2019 – DECEMBER 2019 NAPNIC LLC

CONTRACT DESIGNER

- Promoted quickly from single-contract designer to full-time designer
- Supported each Product Manager's vision to create designs for websites, social media, course materials, fillable PDFs, awards, environmental graphics, and more
- Targeted designs towards taste and brand guidelines for discerning CEO and stakeholders while also streamlining usability for clients
- Achieved career-shift goal of narrowing focus to invest in and support a singular business's vision

2015 – PRESENT JESSICA F MOORE DESIGN

FREELANCE DESIGN & BRAND MANAGEMENT

- My website design for Luggage Free was voted for unanimously over a NYC firm's website who was also hired separately to design the same website. A/B testing refined it further.
- Luggage Free, a small growth-stage web-based business which was sold last year, saw annual growth of 35% while I was their lead designer on their website, sales, brand guidelines, and marketing materials.
- Became the preferred designer for clients like WOUB and various schools at Ohio University
- Recruited, mentored, and directed design assistants who now have successful careers
- Made clients and customers happy by distilling complex ideas into websites that maximized user experience for their customers
- Dove into unique projects, creating everything from USA Today ads to food truck wraps

2001 – 2015 JESSICA F MOORE DESIGN

FREELANCE GRAPHIC DESIGN

- Targeted small-business needs with practical, quality design services
- Secured loyal clients with an attitude of attentiveness and timely service in bringing to life their visions and ideas
- Became the preferred designer for Eden Marketing and its clients