

Shannon Moore

Graphic Designer

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Highly efficient and innovative designer with 7+ years experience executing creative projects in the marketing space across social, digital and print. Proven ability to strategically build and develop visual design experiences. Detail oriented, thrives in a team environment, and an excellent communicator.

EDUCATION

Rochester Institute of Technology

June 2014 with honors

Bachelor of Science in Media Arts
and Technology

Minor: Marketing

Concentration: Psychology

ACHIEVEMENTS & RECOGNITION

Live Naturally Magazine

2020 Eddie Awards: Custom/Content

Marketing, honorable mention

project44

Valued Employee Award

SKILLS

Marketing Design

Typography & Layout

Design Systems

Social Media Design & Marketing

Web Design

Branding

Video Editing

Product Design

Collaborative Design

TOOLS

InDesign, Photoshop, Illustrator,

Premiere Pro, After Effects, XD

Figma

HTML5 & CSS

Wordpress

G Suite, Keynote, Microsoft Office

Later, Agorapulse, Hootsuite

Google Analytics

Mailchimp, Drip, Marketo

Asana, Monday.com, Basecamp,

ClickUp

PROFESSIONAL EXPERIENCE

Graphic Designer · Apr 2022 - Dec 2022

project44

- Worked closely with the VP of Creative to manage projects and operations for the team, reducing production time by over 90% for an overall increase in efficiency. Elevated brand perception and developed a new design system for social graphics resulting in 150% increase in social followers in <9 months.
- Launched 5+ Sub-Brands with unique identities and collaborated with key stakeholders to create design systems across web, social, in-person and virtual events, webinars, email, presentations, animation, video and print within tight deadlines.
- Partnered with the Global Marketing team to develop the marketing creative for project44's largest product launch in company history. Created all promotional marketing collateral versioned in 10 languages across all channels, resulting in 100+ assets in just 8 weeks. Generating a 13% increase in all site visits and a 40% open rate on emails.

Senior Designer, Digital · Mar 2019 - Apr 2022

Designer, Digital · May 2017 - Mar 2019

Associate Designer · Jun 2016 - May 2017

Alive Publishing (Hungry Eye Media) & Kroger Live Naturally Magazine

- Led and produced marketing materials for Kroger Live Naturally's website and social platforms, resulting in a 15% YoY increase of followers on social.
- Designed 30+ custom content campaigns generating brand awareness for brands such as Barilla, Ancient Nutrition and Vital Proteins, resulting in a 87% QoQ increase of web traffic to the site.
- Partnered with the digital marketing team in the creation of digital marketing campaigns and led the design of the external newsletter distributed biweekly to over 15,000 subscribers.

Assistant Production Manager · Mar 2015 - Jun 2016

TIME Magazine

- Managed the ad production of *TIME* and *TIME* International Magazines from start to finish, adhering to strict deadlines to ensure all editorial pages and ads were positioned correctly for the weekly print cycle.
- Updated weekly budget reports and ran cost analysis for each issue.

Ad Production Specialist · Jun 2014 - Mar 2015

Time Inc.

- Managed print and digital ads for *People* and *Fortune* Magazines and sent to printing plants to ensure deadlines were met.
- Created digital interactive ads for clients using the Adobe DPS.