



# jack moran /

SENIOR GRAPHIC DESIGNER & WEB DEVELOPER | VISUAL BRANDING EXPERT CREATIVE DIRECTOR

## EXPERIENCE HIGHLIGHTS:

### BULL MOOSE MARKETING (June 2023 – Present) | Freelance Graphic & Web Designer

- **Increase Tourism Visual Branding:** My primary focus is on smaller web projects for local companies, providing ongoing website design support, and overseeing website launches. I collaborate closely with the in-house creative team, specializing in branding and web design for tourism and state or county-wide program initiatives, to enhance traffic and attract clientele.
- **Large Print Publications:** I specialize in producing large-format publications for the local community and fairs. I integrate website design and development strategies with a focus on storytelling through design, utilizing creativity to convey messages that engage audiences and enhance brand recognition.

### CREATIV CAT (January 2019 – Present) | Freelance Graphic & Web Designer

- **Leading Web Development Projects:** I lead web development projects for small companies, focusing on creating responsive and user-friendly websites aligned with client objectives and brand identities.
- **Crafting Concept Branding Strategies:** I assist with concepting visual identities and accompanying illustrations that resonate with target audiences across many different markets.
- **DONE FOR YOU, LLC (March 2022 – September 2023) | Lead Graphic Designer & Video Editor**
- **Designing Marketing Funnel Publications:** I created print and digital marketing funnel publications that guided users through the customer journey, effectively communicating brand messaging and driving conversions.
- **Developing Visual Design & Brand Identity:** I led the creative team in developing visual designs and brand identities that resonated with target audiences, ensuring consistency across all brand touchpoints.
- **Spearheading Virtual Event Production:** I managed virtual event photo and video production, creating immersive lead generation experiences that brought events to life in the digital space across both YouTube and Vimeo.
- **Executing Digital Advertising Campaigns:** I implemented cross-platform digital advertising campaigns, creating visually compelling ads that captured audience attention and drove traffic.

### DEIST INDUSTRIES, LLC – (November 2017 – March 2022) | Marketing Creative & Web Specialist

#### {Buck's Fabricating, Switch-N-Go, Roll-offParts, AmeriDeck Divisions}

- **Marketing Coordinator:** I was initially hired to coordinate marketing strategies for two of the four inner divisions. Later, I was tasked with crafting the creative for all four divisions, working closely with the design team to create engaging campaigns. Responsibilities also included managing social media and digital marketing efforts, conducting tradeshow research, and analyzing market trends to gain strategic insights.
- **Creative Specialist / Videographer:** I swiftly took the lead in creating visual branding initiatives across all divisions, ensuring a cohesive and impactful brand presence. I produced compelling videos for promotional purposes and designed innovative visual systems and collateral. Additionally, I provided training on design guidelines and best practices, and successfully managed projects from concept to completion, exceeding expectations.
- **Producing Instructional Publications & Materials:** I produced instructional manual publications and that effectively communicated complex information to end-users, dealers, and equipment installers utilizing visual aids and clear design principles to enhance understanding and usability.
- **Developed Executive Presentations:** I developed and delivered impactful visual presentations both for internal and prospective dealers or national accounts, aligning products, services with

company objectives. I used visual storytelling techniques to engage and persuade audiences, ensuring that the message was effectively communicated.

- **Tradeshow Materials & Visualizer** : I orchestrated the creation of tradeshow materials from concept to completion, ensuring timely delivery of high-quality output. I collaborated with internal teams and external vendors to meet project requirements and ensure a successful outcome.
- **Creating Product & Brochures Collateral**: I designed compelling product and brochure collateral, maintaining brand integrity in all materials. I created informative and visually appealing content, showcasing each company's products and services in a compelling and informative way.

## JOY GLOBAL KOMATSU (July 2017–November 2017) | Graphic Designer

- **Industrial Decal Production**: I oversaw the production of industrial decals, designing and creating software action processes and methods to improve workflows. My role involved ensuring the efficient production of high-quality decals through innovative process improvements.
- **Coordinating Tradeshow & Event Materials**: I assisted in the design and production of tradeshow and event materials, including banners, signage, and promotional videos. I managed logistics to ensure timely delivery and setup, working closely with internal teams and external vendors to meet project requirements.

## CLICKZY CREATIVE – OLD CITY PRESS (November 2014 – June 2016) | Lead Graphic & Web Designer

- **Directing Visual Design & Branding**: As the lead, I spearheaded the visual design and branding direction for multiple clients, with some strategies still in use today. I provided each client with a series of visual design templates and guidelines to assist in their efforts, ensuring consistency and brand integrity across all touchpoints. Oversaw the creation of visual assets and collateral, collaborating closely with clients to understand their vision and translate it into compelling visual elements.
- **Crafted Web Design & Development**: Leading the creative team, I spearheaded innovative web design and development projects. Conceptualized and designed websites that not only met but exceeded client expectations. Ensured each website was user-friendly, visually appealing, and aligned with the client's brand identity and objectives. Collaborated with developers to ensure the technical feasibility of design concepts.
- **Developed Iconography & Illustrations**: I developed iconography and illustration visual designs that helped customers understand complex information easily. By creating visually engaging icons and illustrations, I enhanced the overall user experience and made the content more accessible and digestible. My designs were instrumental in conveying key messages and enhancing brand recognition for clients.

## SOFTWARE EXPERTISE:

**Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Dimension, Express, Aero), Web Development Tools (HTML, CSS, PHP, JavaScript, WordPress, WooCommerce), Email Marketing Platforms (MailChimp, Constant Contact, Brevo), Microsoft Suite (Word, Excel, PowerPoint), Google (Doc, Sheets, Slides), Maxon Cinema 4D, Canva, Figma**

## EDUCATION:

**Edinboro University of Pennsylvania (2006–2010) | Bachelor of Fine Arts – Graphic Design**