

Angela Moore

VISUAL DESIGNER



201-788-1963



cortesam1@gmail.com



25 West Shore Road, Denville, NJ



mooredzinez.com



[linkedin.com/in/mooredzinez](https://www.linkedin.com/in/mooredzinez)

TOOLS & SKILLS

SOFTWARE TOOLS/KNOWLEDGE

Adobe Photoshop	Figma
Adobe InDesign	InVision
Adobe Illustrator	MailChimp
Adobe Dreamweaver	ConstantContact
WordPress	Slate/Hobsons
Divi	Microsoft Office
Sketch/UX Pin	Sublime

SKILLS & INTERESTS

Web Design	Content Managing
UI & UX Design	Basic HTML5 & CSS
Wireframes	Typography
Creative Direction	Logo Design
Branding	Photo Retouching
Marketing	Data Analysis
Visual Design	Info. Architecture
Responsive Emails	Web Banners
Animated GIFs	Illustration

EDUCATION

MONTCLAIR STATE UNIVERSITY, NJ
B.A. Graphic Design
 August 2007

ADDITIONAL EDUCATION:
FIT SATURDAY LIVE PROGRAM, NY
Advertising & Marketing Communications
 Spring 2002

AWARDS

W3 SILVER AWARD
Ramapo College Website Redesign
 January 2016

PROFESSIONAL EXPERIENCE

RAMAPO COLLEGE OF NEW JERSEY, Mahwah, NJ

Web & Digital Designer, Marketing & Communications (3/2014-present)

- Responsible for refreshing the design of the public and internet websites by creating wireframes, high fidelity prototypes & implementing web pages/sites.
- Develop, design & implement cohesive marketing strategies/campaigns—from concept to delivery—to support the College's enrollment goals through various channels (including but not limited to); Ramapo College's public website, landing pages, microsites, social media, emails, web banners, digital signage and other media.
- Maintain the design standard on the website and other marketing material, providing creative direction on digital projects.
- Analyze website and email communication performances data, providing/designing strategies and/or suggestions to enhance future performance.
- Design & develop HTML responsive/fluid email templates in various CRM systems (Slate, Mailchimp, ConstantContact, Connect, Hubspot).
- Collaborate, support & train content liaisons/units to help maintain the college's website content using WordPress.

KEY ACCOMPLISHMENTS

- College Website Redesign: Acted as one of the leads for the redesign of the college's public website, providing creative direction, thorough feedback and wireframes to the hired design company. *Silver W3 Award*.
- Ramapo College's Logo and Identity Guideline: Created and established rules on proper use of different design elements and logos for Ramapo College.

FLIGHT CENTRE USA, Inc. (Liberty Travel), Ramsey, NJ

Web Designer, E-Commerce (1/2013-12/2013)

- Create high fidelity prototypes and help define web flow and functionality for the current and future Liberty Travel website.
- Advocate & design a better user experience for future websites.
- Design web banners, social media campaigns and emails.
- Collaborate with the VP of Digital Marketing, Web Developers and Social Media Specialist on digital projects.

Senior Graphic Designer, Liberty Travel Marketing (6/2010-1/2013)

- Conceptualize & design major campaign collateral & multifaceted projects for print and web advertising which include window displays, web banners, and newspaper designs.
- Provide creative support on projects for junior designers.
- Liaise between the manager & product team to promote the best travel deals.
- Develop future branding design concepts, helping provide creative direction.

CENTIV (ON-SITE AT R&R MARKETING), West Caldwell, NJ

Lead Graphic Design Coordinator, (3/2009-6/2010)

- Oversee the Northern NJ on-site Creative Department servicing R&R Marketing (NJ Alcohol Distribution) and their 400+ accounts.
- Manage, coordinate and deliver all facets of design projects.
- Negotiate and collaborate with print vendors & estimators for major projects.
- Coordinate with alcohol suppliers and brand managers to ensure that their brand is accurately represented on projects.
- Lead the design of POP/POS signage, invitations, brochures and menus for the sales team and their accounts.
- Manage and assist the Administrative Assistant and Graphic Intern with project entry within project management system plus providing graphic assistance and direction.

K ADVERTISING & PROMOTIONS, INC./ AIELLO STUDIOS, Englewood, NJ

Lead Graphic Designer, (1/2008-3/2009)

- Manage & design—from concept through delivery— design layouts (newspaper ads, promotional material, brochures, web projects, direct mail pieces, etc.) for clients, such as Kraft Military, Benjamin Moore & Lockson.
- Creative & technical lead of all assignments, collaborating with outsourced web programmers, printers, and freelancers to execute major projects.
- Work closely with the award winning photographer to edit/retouch photographs.
- Responsible for the design of promotional material, creating PowerPoint Presentations, flyers and email blasts.

COLLIERS HOUSTON & CO., Teaneck, NJ

Marketing Assistant/Graphic Assistant, (8/2007-1/2008)

- Organize & compile exclusive property listings from real estate brokers to design monthly property listings layouts.
- Design advertisements, flyers, and presentations using Quark and PowerPoint

SEVENTEEN MAGAZINE, New York, NY

Promotion Design Intern, (9/2006-1/2007)

- Design promotional material, advertisements and prepare proposal presentations for special events. Participation in a photo shoot, preparing the set layout and modeling for the magazine. (*Seventeen March 2007*)