

IT'S MOIRA CATHERINE

DESIGNER & DOODLER

ABOUT

Hello! My name is Moira and I have a Bachelor's in Graphic Design from Georgia State University and over 5 years of in-house experience as a lead production artist and brand designer. I specialize in the application of branding across platforms and mediums and have created print and web collateral, print-ready files, custom illustrations, as well as trade show elements, environmental graphics, and signage for Clients both big and small.

Out of the office, I am a cat mom who loves long walks on the lake, 80's hair bands, and a good brush pen!

SKILLS

- Production Design
- Branding
- Corporate Identity
- Collateral Design
- Environmental Design
- Trade Show Graphics
- Copywriting
- Illustration
- Digital Art
- Social Media Graphics
- Team Player
- Typo Terminator
- Obsessed with Organization

APPLICATIONS

- | | |
|----------------|-------------------|
| • Illustrator | • MS Office Suite |
| • Photoshop | • Adobe Acrobat |
| • InDesign | • Canva |
| • AfterEffects | • Invision |
| • VCarve Pro | • Trello |

EDUCATION

- **GEORGIA STATE UNIVERSITY**
Bachelor of Fine Arts: Graphic Design
2018, *Magna Cum Laude*
- National Society of Collegiate Scholars
- Graphic Design Club, Vice President

EXPERIENCE

CARTER'S INC. Art Director | 2023-Present

Lead designer for "Live Lab" locations of Carter's and its sister companies. Includes conceptualizing print/environmental design and creation as well as following through the production of assets and overseeing install in-store. Also handle general design/concepting for various projects, some which include graphics needed for retail rollout or testing, holiday redesigns, and events.

- Production-ready and conceptual artwork creation
- Project management/Creative exploration across brands
- Environmental design and implementation
- Presenting innovative, branded concepts and designs

SKY COMPANIES Creative Specialist | 2021-2023

Lead creator focused around production including Print, Signage and Décor. Handled creative problem-solving and branding for our Clients in order to produce and roll-out brand refreshes or new branding elements. Scheduled, created, and delivered all production assets personally as well as managed other designers in my department.

- Brand graphic manipulation/creation for Clients
- Designer of print & cut files for production/installation
- Mockups, Proofing, and Shop Drawing creation for projects
- Collateral & Branding design including Case Studies, Brochures, Presentations, and Environmental design

DECO RETAIL SOLUTIONS Graphic Designer | 2018-2021

Production designer including file setup, design, and concept creation for all projects including print, decor, signage, and environmental graphics.

- Manufacturing designer of cut files for CNC machining
- Production designer for all Print files
- Mockups, Proofing, and Shop Drawing creation for projects
- Digital & Web Graphics creation when needed

REFERENCES UPON REQUEST



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