

IT'S MOIRA CATHERINE

DESIGNER & DOODLER

ABOUT

Hello! I'm Moira, a proud graduate of Georgia State University with a BFA in Graphic Design and a passion for creative beautifully effective designs.

With over six years of hands-on experience as a lead production artist and brand designer, I've honed my skills in bringing brands to life across various platforms and mediums. From perfecting print and web collateral to crafting custom illustrations and engaging environmental graphics, I've had the pleasure of working with clients 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 | • Figma |
| • Photoshop | • Acrobat/MS Suite |
| • 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

VEUGELER CREATIVE

Senior Designer | 2024 - Present

Senior designer responsible for conceptualizing and executing high-impact creative across print, branding, automotive, and digital channels with focuses on web design, event graphics, and digital media.

- Webpage and full site design including animation design, UI elements, and digital media assets to support integrated campaigns and brand launches.
- Collaborate closely with creative directors, AM's, and clients to translate strategic objectives into clear visual solutions.
- Conceptualizing branding through different mediums as well as translating to events, social, collateral, and web.

CARTER'S INC.

Art Director • Contract | 2023-2024

Head designer of "Live Lab" locations for Carter's and its sister companies. Included conceptualizing print and environmental graphics as well as following through the production of assets and overseeing actual install in-store for testing before launch.

- 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 designer heading creative problem-solving from concept to creation all projects including graphics roll-outs, brand refreshes, OOH marketing, and event graphics.

- Brand design for print, signage, and retail
- Large-format print files for production and installation
- Client-facing mockups, proofing, and shop drawings
- Collateral & Branding design including case studies, brochures, business cards, SWAG, and web design

DECO RETAIL SOLUTIONS (DRS)

Graphic Designer | 2018-2021

- Production Designer for print/environmental graphics
- Client-facing presentations, decks, proofs, and shop drawings
- Branding and Web Graphics for clients & DRS
- On-site surveying/concept design for process/approval

REFERENCES UPON REQUEST



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